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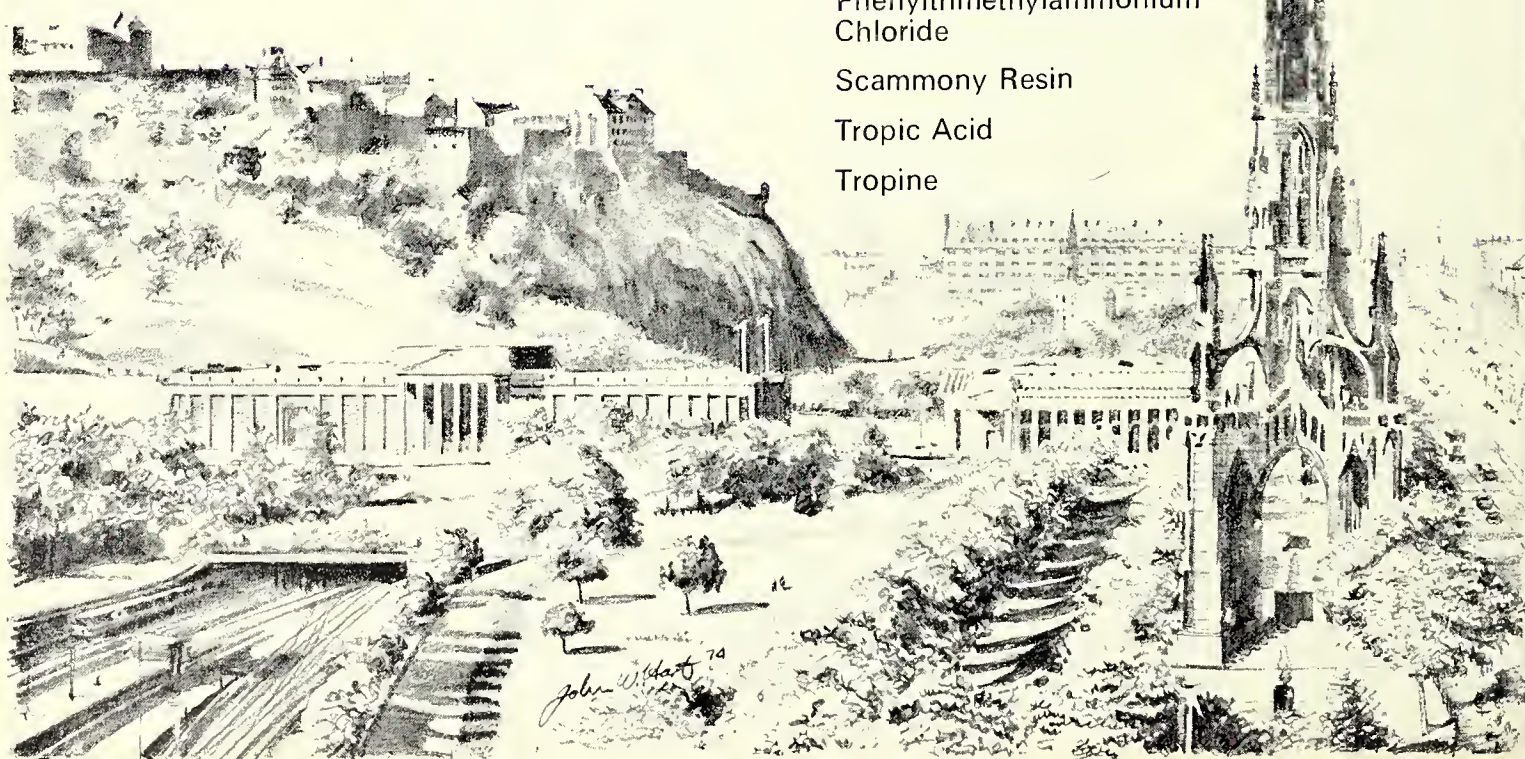
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Chemist & Druggist

The newsweekly for pharmacy

13 March 1976 Vol. 205 No. 5006

117th year of publication

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Contents

Comment <input type="checkbox"/> Plan for prosperity <input type="checkbox"/> What's in a name?	363
Contractors' 110 per cent advance payment claim rejected	364
Coventry pharmacists set up "on-call" service	364
New scales of Medicines Act licence fees published	365
Pharmacists "schizophrenic on nutrition"	365
Society Council member on SMA trip to Sweden	366
Call for legislation to ban children collecting drugs	366
The Xrayser Column: Ifs and buts	370
Country Counter: Spring fever	383
Revlon revise their approach to franchising	385
Bath School expands into new building	387
Progress towards setting up Society's Welsh Executive	391
NHS pricing policy "crucial to more drug exports"	393
Second half improvement for Fisons pharmaceuticals	395
Appointments 395	On TV Next Week 383
Coming Events 396	People 370
Company News 395	Prescription Specialities 374
Letters 389	Trade News 376
Market News 396	Westminster Report 396
New Products 374	Classified Advertisements 397

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Comment

Plan for prosperity

The much-heralded report from the National Economic Development Office on "UK chemicals 1975-85" is published this week and, as forecast, has some useful—and helpful—things to say about the industry's future (p393).

NEDO, down through the "Little Neddy" for the chemical industry and its sector working groups, has a tripartite structure of government, unions and management and, as such, has considerable potential for influencing government opinion. Thus its recommendations concerning the pharmaceutical industry are doubly valuable—particularly in the emphasis placed on the need for a strong home market with realistic prices for products supplied to the National Health Service.

Although doctrinaire principles show through in the difference of opinion between unions and management on how government can best help the industry, the very recognition by both sides that a healthy industry is in everyone's interest, and the general agreement on what constitutes a healthy industry, is valuable.

Most welcome of all is the fact that the Chemicals EDC has come to those conclusions having set itself the task of not merely forecasting the future, but of recommending ways to ensure that future prosperity is greater than current trends would indicate. It is the sort of positive approach that so often seems missing when politicians discuss the pharmaceutical industry and we are pleased to report that the group is to remain in being to monitor progress.

What's in a name?

It was perhaps inevitable that after the Central NHS (Chemist Contractors) Committee had undergone a self-imposed metamorphosis to become the bright new Pharmaceutical Services Negotiating Committee, there should be mutterings from members of the Cinderella Area Chemist Contractors Committees anxious for their own transformation scene. Graciously, the PSNC (initials are a great leveller!) has agreed that ACCCs may revert to LPCs (Local Pharmaceutical Committees for those with short memories) if they so desire (p364).

But surely, LPC is no more accurate a description than ACCC if the intention is that it should be recognisable by the public and media locally. "Pharmaceutical" is substituted for "chemist"—one of the aims of the change at top level, as requested by ACCC representatives last year—but we are no nearer to a definition of function that would mean anything to an outsider (or to many in the profession!).

There are endless permutations of "pharmaceutical", "contractors", "representative", "services" (not to be confused with "service"!), etc, etc, which might be used. Perhaps a national competition should be organised for the best set of titles to define all of pharmacy's representative NHS committees—with a seat on each of them for the winner.

More seriously, perhaps, there should be greater concentration on function and less concentration on image, and hence titles, at this level.

110% advance payment claim rejected

The Department of Health has rejected the Pharmaceutical Services Negotiating Committee's claim for a 110 per cent advance payment, last month's meeting of the Committee was told.

The Department had also indicated that it could not agree to ask Family Practitioner Committees to produce details of the total amount owed to chemist contractors between the date of the receipt of the estimated 100 per cent advance payment and the final payment, and the period during which money was owed. The Department said it could not be done because of the amount of additional work at a time of severe pressure.

The Committee decided to inform the Department that it could not accept that the amount of additional workload of FPC staffs was a sufficient reason for failure to produce the information requested. It was decided to resubmit the claim, which had been lodged after the last meeting of the Committee, and to reiterate the Committee's grave concern about the pricing position in England and Wales.

A claim is to be submitted that the container allowance be increased to 1.8p for all prescriptions dispensed on or after March 1, 1976. The decision followed discussion on the report of the 1975 inquiry.

Following the Committee's change of name from the Central NHS (Chemist Contractors) Committee, it was noted that a number of Area Chemists Contractors Committees might wish to revert to the title of Local Pharmaceutical Committee. A circular is to be sent to ACCC secretaries advising them that there was no objection to changing their title back.

The Committee agreed there was much

merit in pharmacists interesting themselves in participating in courses on effective prescribing to local general practitioner trainees.

Other points from the meeting include:

□ A further joint approach with the Pharmaceutical Society is to be made to the Department about limitation on the opening of new pharmacies within a quarter of a mile of a health centre.

□ The publicity subcommittee reviewed the favourable and widespread publicity about the present problems facing the pharmaceutical service following concerted approaches to the media, and it is to formulate further plans; a meeting has been arranged for an exchange of views with Mr Laurie Pavitt, MP, chairman, Labour Party Health Committee.

Evesham: AHA to discuss recommendations

The agreement reached between local doctors and pharmacists on dispensing from a new health centre at Evesham will be discussed by a full meeting of the Hereford and Worcester Area Health Authority on March 19, a spokesman for the Authority told *C&D* this week.

Representatives of the doctors and pharmacists were due to meet AHA officials last week, but the meeting did not take place following the doctor's decision not to go because they were too busy and there was no point as there was full agreement over the recommendations the professions were to put forward. However the recommendations, which have not yet been revealed, have been sent to the AHA for consideration on March 19.

together with a 24 hour message handling service for seven days a week.

Pharmacists would provide a six-week rota to be published one week in advance and the complete list of home and pharmacy telephone numbers of the participants would be available to Air Call Ltd. The company would offer assistance with the compiling of the rota and the charge for the service—on a one-year contract—would be £30 a month plus VAT together with the cost of telephone calls; a surcharge of 10p per message would operate when over 120 messages a month was handled.

Institute backs R&C 'I am your pharmacist' booklet

The Institute of Pharmacy Management International and Reckitt & Colman Ltd pharmaceutical division have joined forces to produce a booklet "I am your pharmacist—can I help you?" Distribution is planned for April, with priority being given to associates, members and fellows of the Institute.

Announcement of the collaboration has been prompted by the references to the pharmacist's role in self-medication education at the recent European Proprietary Association meeting (last week, p324) and the latest *Which?* report (p321). Mr J. Barrie Thompson, director of the Institute, says that if responsibility for health education at this level is not accepted by an organisation within the profession, he can envisage the establishment of a body which "by-passes and usurps" the function of the pharmacist—such as the USA's Council on Family Health described at the EPA conference. Mr Thompson concedes that other professional bodies could have endorsed the publication, but the council of the Institute believed that the pharmacist's professional expertise and commercial undertakings meet in the "practice of pharmacy" and pharmaceutical sociology, "which areas are more apposite to the Institute's activities than the responsibilities of the Society or the NPU."

The booklet opens by introducing the reader to the pharmacist—his qualifications, expertise, and on what he can be of assistance. It then lists some "common health problems" from acne to travel sickness, outlining the type of advice the pharmacist is likely to offer and the form of treatment (if any) he may recommend.

The inside back cover of the booklet carries brief information on Senokot, Codis, Transvasin, Bonjela and Pripsen—"all available from your pharmacist with, or without, a prescription."

Chemists' January sales up 17 per cent

Retail sales by chemists and photographic goods dealers during January were some 17 per cent higher than the same month last year, according to figures issued by the Department of Industry. That compares to an increase of 16 per cent for retailers generally, with the all chemists' index now at 164 (1971=100), and that for all kinds of business 178. Independent chemists' sales rose by 13 per cent to a new index of 132. Multiple and co-operative society chemists' results are not given, and the figures do not include NHS receipts.

Coventry pharmacists to be 'on call'

Coventry Area Chemist Contractors Committee has drawn up plans for a year round "on call" service for the area.

The Committee proposed the service because they felt the current out-of-hours service in the area to be unsatisfactory. The service as initially proposed, rested on the following suggestions:

□ The pharmacists on the "on call" list would undertake their duties throughout the month, including bank holidays, on a rota basis; the administrator of the Coventry Family Practitioner Committee would draw up the rota list and circulate it to the participating pharmacists.

□ The rota list would be circulated to, and held by the British Medical Association's deputising services headquarters in Coventry. The participating pharmacist for that night—who would be available from 8 pm to 8 am—would telephone the service at 8 pm to confirm he was on duty and available to accept calls. In the event

of a failure by the duty pharmacist to report, it would be necessary for the service to work down the list in strict rotation until a substitute was obtained.

□ Participating pharmacists would keep the FPC administrator informed of the duties on which they would be unavailable at the end of each month prior to the preparation of the duty list for the following month.

□ Notices would be exhibited on pharmacy doors and at police stations and in the *Coventry Evening Telegraph*; the notices would specify only the telephone number of the deputising service who would then tell the inquirer the telephone number of the duty pharmacist.

The Committee subsequently discussed the proposed arrangements with the deputising services medical liaison officer. It was then finally decided to use the services of a company Air Call Ltd, who would provide a telephone line and number

Medicines Act

Licence fees confirmed

The new scales of Medicines Act licence fees has now been published—and they are broadly in line with *C&D's* predictions (February 28, p282).

An explanatory leaflet—MAL 7—has just been issued by the Department of Health, giving the new scales which came into force on March 6. Copies of the new regulations are expected to be available later this month. As predicted, the initial product licence fee will be £1,800 (£60 where the product contains the same active ingredients as an "existing preparation"); the graded annual fee for 1975-76 is 0.25 per cent of value of all licensable products sold or supplied on the UK market in the preceding year, disregarding the first £200,000, but with a minimum fee of £50; variation fee £25.

Manufacturer's licences are now initially £100 per manufacturing site, £50 per assembly site and £10 per storage site; the annual fee is 0.025 per cent of value of all medicinal products—both veterinary and human—manufactured and sold or supplied by the licence holder the previous year but not subject to a maximum and with a minimum fee equal to the initial fee—existing licence holders will however pay the old rates until the licence is renewed. Wholesale dealers' fees are as follows: initial: £10 for each storage site, annual: £10 for each separate premises listed in the licence; variation: £10 for each new set of premises added.

Protest on AHA elections

The Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee are to make representations to the Department of Health following publication of a consultative document which suggested that retail pharmacists should not be eligible for elections for additional members of area and regional health authorities.

The consultative document stated that the special contribution of those providing part IV dental, pharmaceutical or ophthalmic services "is already available through their local advisory committees and their places on FPCs, and it is not thought right, on balance, to include them in the scheme" (*C&D*, February 21, p232).

The Committee was extremely concerned that the document, sent by the Department to RHAs and AHAs and the Staff Side of the NHS General Whitley Council, should express views which were in direct conflict with the provisions of the National Health Service (Health Authorities: Membership) Regulations 1975. It was decided that the Department be pressed to take immediate action to inform those bodies of that section of the Regulations which clearly provided for pharmacists and other Part IV contractors to be eligible.

Dr Magnus Pyke (left) with Chiltern Region chairman, Roger Odd, before his lecture last week (see below)



Pharmacists' nutritional schizophrenia

"As a medical service deserving public respect, pharmacists could do best—if this were a perfect world—in concentrating their minds and their attentions to meeting scientifically demonstrable clinical need." That "serious" message summed up an entertaining lecture on "Nutrition and the chemists shop" given to Chiltern Region of the Pharmaceutical Society at Luton last week by Dr Magnus Pyke, secretary and chairman of the British Association for the Advancement of Science.

Having reviewed the "growing up" of nutritional science until it was no longer merely a branch of applied biochemistry, Dr Pyke suggested that pharmacists were schizophrenic about nutritional products: "We are scientists, but we must make a living". But, as scientists searching their souls, could they say that anybody would be more ill if they could not get their Bemax, chewable vitamin C or multi-vitamin tablets? Would fat girls' health be any better if they couldn't get their Limmits or PLJ? Looking at their stocks, did pharmacists have a little qualm when they saw how much thought was devoted to pet nutrition?

Dr Pyke argued that in a perfect world, in which the pharmacist was not troubled by having to make a living, vitamins required for protection and for full health (defined by the World Health Organisation as complete nutritional and social well-being) would be obtained from an appropriate mixture of foods. And where people believed that they were saved from a fate worse than death ("or even from constipation!") by multivitamins, the pharmacist would be able to explain to these fellow citizens what nutrition is all about. However, the speaker conceded that there are cases in which nutritional products can be of benefit, such as in infancy and obesity.

Earlier, Dr Pyke had suggested that many of the older beliefs about nutrition had been equally at fault—such as the addition of thiamine to white bread (to what extent has non-existent beri-beri been reduced?). Instead of thinking about nutrition as remedying deficiencies, it should be thought of in terms of food supply. World food supplies had been increasing faster than the world's population, but there were references to "a world food crisis"—though famines had been with man since the human race began. As people became poorer, so they ate less meat and when "disaster" struck people would not starve but slide further down the curve in the graph—"you will have to eat more

Yorkshire pudding with your roast beef."

Dr Pyke in reply to a question, agreed that there was an area between vitamin deficiency and complete well-being, but said he did not subscribe to the hypothesis that "you should eat nutrients until you are sure no more can do you any good".

During his paper, Dr Pyke had referred to work which showed that rats which were "fondled" put on more weight than those on the same diet that were not, and that children thrived less when being "scolded". These points suggested to Mr L. Robertson, chairman, Bedfordshire Branch, in proposing a vote of thanks that: "when completely defeated in our shops by problems of diet and nutrition we have the answer—give our customers and our patients our love, and not necessarily take anything in receipt for it!"

April start for dispensing in 'safety' packs

The Pharmaceutical Society, the Pharmaceutical Services Negotiating Committee and the Executive Committee of the National Pharmaceutical Union are advising pharmacists to dispense voluntarily all solid dose preparations of or containing, aspirin and paracetamol in reclosable child-resistant containers from April 1.

A notice by the Society's Council last week stated that the Minister of State for Health has agreed to the plan, which would apply to both private and NHS dispensing, and also to adult preparations of the products. The statement adds that the containers should be used unless the products are already in unit packs; or the patient is elderly or handicapped and will have difficulty in opening such a container; or the person specifically asks that a product shall not be dispensed in such a container. In the latter two cases, the pharmacist should make a particular point of advising that the medicines be kept well out of reach of children.

The statement adds that the extra cost of child-resistant containers has been taken into consideration in negotiations between the Negotiating Committee and the Department. It is stressed that the arrangements are voluntary, but should it appear to the Minister that the scheme is not providing the safeguards that regulations would provide, then legislation could be introduced which would remove the opportunity to exercise professional initiative in certain circumstances.

Council member to study Swedish pharmacy

Two pharmacists are to be members of a Socialist Medical Association delegation of four which will study the Swedish health services.

The delegation has been invited by the Swedish National Association of Pharmacists, the SMA Pharmacy Group's annual meeting was told last week, and the visit is planned for June 7-12 with a report on the tour at a meeting of the group at the House of Commons in the autumn. The delegation's members will be Mr D. J. Dalglish, member of Council, Pharmaceutical Society, who will study general practice pharmacy; Mrs Sylvia Martin, who will examine hospital pharmacy, and Dr & Mrs Varhman, who will look at medical and nursing services.

The following officers of the group were elected at the meeting: chairman Mr J. I. Shulman; secretary Mr T. C. Thomas, assistant secretary Miss Avril Butler. Miss Butler and Mr J. Ekerholt were appointed to the group's Council. Other points from the meeting include:

- ☐ Membership has increased by about 10 per cent during the past year;
- ☐ The study group is to turn its attention to the production of collective evidence, for presentation to the Royal Commission on the NHS, in collaboration with other SMA sections;
- ☐ The day seminar on policy, first held last year, was so successful that it is to be repeated this autumn.

Data sheet compendium for Ireland announced

The Pharmaceutical, Chemical and Allied Industries Association in Ireland has decided to introduce a compendium of data sheets of medicines produced by member companies.

That was announced at the Association's annual dinner last month by the president, Mr P. J. McGleenan, who added that it was planned to issue copies to all doctors and community pharmacists. The compendium would initially be issued annually in sections in line with categories of products reviewed by the National Drugs Advisory Board. Later it would be produced as a complete volume which would be periodically updated.

Reviewing the annual level of production, Mr McGleenan said that in 1975 chemicals manufactured in Ireland represented 16.2 per cent of all exports of Irish manufactured goods, and with new plants coming into production soon, export levels should be higher this year than last year's £108m—the first time the £100m barrier had been broken. The imbalance due to imports of finished pharmaceutical products was almost exactly matched by the value of exports of other medicinal items

including intermediates—antibiotics alone accounting for 75 per cent of the total.

Mr Brendan Corish, Minister for Health, expressed sympathy in his address with members of the Association who were having to deal with the recent increase in Directives, proposals and regulations referring to pharmaceutical and chemical products. They were, he commented, a heavy burden and had added considerably to administration problems; as a Minister, his objective would be to minimise the degree to which the industry was regulated onto a level "consistent with public and social economy".

'Nanocapsules' system for injecting drugs outlined

A new drug delivery system which has potential application in the injection of reaction-producing substances was described last week by Professor P. Speiser, professor of pharmaceuticals, School of Pharmacy, Swiss Federal Institute of Technology.

Giving an invited lecture at the School of Pharmacy, Brunswick Square, London,

Professor Speiser described the process as "nanocapsulation"—the production of "capsules" of drug inside a film, the whole having a diameter in the order of one millionth of a millimetre. He said that the "capsules" produced by this process were more regular than those produced by microencapsulation—the nanocapsules had a diameter of 20 to 250 nanometres, with most being around 80 nanometres.

It had been found that the nanocapsules could be injected intravenously without problems, Professor Speiser continued. Not only drugs, but also sensitive proteins, such as vaccines and sera, could be injected in that way; he added that the system appeared to be a better adjuvant for gamma globulin than aluminium hydroxide.

Method of preparation

Professor Speiser gave an outline of the method of preparation—which he considered suitable for mass-production. It involved an aqueous solution of the drug solubilised in a weak polar solvent to form a hydrophilic micelle; then a film-forming material is added which has the ability to distribute itself on the surface of the micelle producing a "mixed micelle" which is then hardened and separated.

Professor Speiser also warned that in future drug research would become harder because of the "negative" attitude of drug regulatory authorities. He forecast a "horrific" increase in price of new medicaments, fewer new drugs on the market, and a "torrent" of combination and imitation preparations flooding Europe. Concluding, he remarked that there was a need to fight for a concept which acknowledged the justifiable requirements of social health but which did not block progress for new drugs and medicaments.

Law to ban children collecting drugs?

The decision whether dispensed medicines should be handed out to young children is best left to the pharmacist's discretion rather than to legislation, Mrs Joyce Gilbert, member of the Pharmaceutical Society's Council, told a home safety conference last week.

She was replying to a councillor from the London borough of Hammersmith who called for legislation to prevent children collecting medicines from pharmacies. Mrs Gilbert pointed out that pharmacists used child-resistant containers for some drugs but advice on their administration could not usually be conveyed by the very young: "The Pharmaceutical Society would welcome publicity on the danger of sending young children to fetch prescriptions but the decision of whether to hand out or not in every circumstance may be best left to professional discretion rather than to legislation." A pharmacist might otherwise be faced with a difficult decision as to the age of a child.

Consultative document

Other speakers drew attention to the Consultative Document on Consumer Safety published recently (*C&D*, February 21, p234) which states: "The Government invites views on the proposal that power should be sought enabling the Secretary of State, by regulation, to prohibit the sale

of goods of any description to children below the age specified in the regulation where it is considered necessary on grounds of safety."

Mr Alan Williams, Minister for Prices and Consumer Protection, said more labelling provisions may be required in conjunction with the use of child-resistant containers and he asked whether the Government should have power to legislate for a minimum age of purchase for certain dangerous drugs.

The conference, held in Bournemouth by the Royal Society for the Prevention of Accidents, was based on a study of the Consultative Document and much of the discussion centred round the safety of electrical appliances. Electric blankets were cited as being a significant and increasing source of fires, chiefly through misuse and lack of regular servicing. Several speakers complained that adding VAT to servicing charges was a tax on safety. Education and publicity were preferred to mandatory instruction labels on electric blankets, and it was argued that such labels would not be read if they were made to become too detailed.

On display were RoSPA leaflets distributed through home safety committees, including "How to dispose of unused medicines", "Code of care for medicines" and "Dangers in the home."

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price
35p



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for each other

NEW
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FREE WHEN YOU BUY
THIS BOTTLE OF
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colour to grey hair.
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People

Mr R. Gordon Pritchard has retired from the board of Sangers Group Ltd after 49 years service.

Mr Joseph Wright, FPS, FCIS, Barrister, director of the NPU Group, has been elected chairman of the Trade and Professional Alliance (TPA). Formerly the National Allied Societies Committee of the National Chamber of Trade, the TPA has a membership of 32 national trade and professional associations and speaks on behalf of 350,000 businesses. It has been active in a number of campaigns recently—notably in mounting nationwide opposition to the West Midlands County Council Bill and in publicising the urgent need for rating reform.

Deaths

Beattie: Recently, Mr James Irwin Beattie, MPSNI, 29 Laurel Park, Coleraine, co Londonderry. Mr Beattie served his apprenticeship with W. H. Irwin (Pharmacy) Ltd, 395 Lisburn Road, Belfast, and qualified in 1954. A year later he took over the pharmacy at Finwood Park, Taughmonagh Estate, Belfast, which he operated until 1971 when it became a casualty of the civil unrest. Since then he has worked for Mr R. J. White, MPSNI, Coleraine, and Mrs Sara Templeton, Gargagh, co Londonderry.

Brown: Suddenly, on February 22 after a short illness, Mr J. M. Brown, Sangers Ltd, aged 53. *Mr Stuart Walsh, sales manager, Sangers Ltd, writes:* John Brown was highly respected and well liked by many people in the south-west. He joined Evans Gadd as a representative in the Plymouth area 22 years ago and eventually, through dedication and hard work, became their sales director. When Evans Gadd joined Sangers Ltd three years ago John continued to play a vital role in furthering the interests of the group and its customers. His death is a sad loss to us all and we extend our deepest sympathy to Mrs Brown and her two sons.

Fisher: On February 28 (his birthday), Lt-Col Eric P. Fisher, RNF, MPS, 36 Sandy Lane South, Wallington, Surrey. Qualifying in 1936, he was attached to the Leicestershire Regiment.

News in brief

□ The Health and Safety Commission has issued a consultative document setting out proposals for safety representatives and safety committees at work. The Commission hopes that regulations covering representatives and committees will be in force by May 1.

□ A Scandinavian anti-smoking drug in chewing-gum form is on trial at Ninewells Hospital, Dundee, in conjunction with other means of therapy. A spokesman declined to say what the drug was, for fear of influencing the trial, but it counteracts the effect of cigarette nicotine.

Topical reflections

BY XRAYSER

Ifs and buts

A few weeks ago, I expressed misgivings in the matter of the new design of the FP10 prescription form, saying that I considered that our representatives should have rejected the proposals out of hand. Last week, you published details of the revised form and my worst forebodings have been realised. Was no objection raised? I hope all concerned will read closely the details you publish on p321. There will be a "box" to be used for prescribing by period of treatment; an entry in the box will be optional, but when used it will indicate the number of days' supply prescribed; the pharmacist will need to endorse the form with the total quantity prescribed. So far, reasonably straightforward.

But, "if a form includes more than one item and the period of treatment in the box does not apply to all items, it will be necessary for the prescriber to indicate quantities or periods of treatment for the other items."

But, "where the prescriber has indicated both a period of treatment and prescribed the total quantity to be dispensed but the product of the period and dosage differs from the total quantity prescribed, the quantity stated in the prescribing area of the form should be dispensed and the prescription is to be priced accordingly."

The information published concerns Scotland only at the moment, but it is reported that England and Wales will follow the new pattern in mid-April. Meanwhile, Scottish doctors are being advised that, when using the box, it will be necessary for a doctor to state the precise dose "so that his wishes may be fully complied with," and that prescriptions for Controlled Drugs must be written out in full, whether or not the box is used. Was there ever such a recipe for confusion, frustration, irritation and delay as that?

What?

I am grateful to you for publishing extracts from *Which?* for it is a publication I do not see. I was at one time a subscriber, but I discovered that when it ventured into the field of pharmacy the accuracy of its information left something to be desired. As in all such features, published or broadcast, one is left wondering about the reliability of the information in fields other than one's own. I question the wisdom of the publication "recommending" such preparations as codeine or pholcodine linctus and, even more, the suggestion of kaolin and morphine mixture, for there may be good reason for seeking medical advice for the conditions referred to.

In addition, I have witnessed addiction with each of these preparations which had, in the first place, been suggested by a newspaper column. Fortunately, such "prescribing" comes into the pharmacy, and the pharmacist is in a position to influence. I agree that it is better not to take drugs for symptoms you haven't got. Equally, it may be better not to take drugs for symptoms you have. It may even be dangerous.

Community

Forty years ago, a pharmacy was a chemist's shop and the pharmacist was a chemist—even, sometimes, to the older generations, a druggist—and we knew where we were. Since then we have reached the heights of practising general practice pharmacy, and recently the expression "community pharmacy" has made its appearance.

I confess I had to give that one some thought, and I have made gentle inquiry as to what the public understood by that description. Several times I have discovered that it was being related to "community centre" and that community pharmacy was thought to be that found in the health centre.

A.S.P. IS SELLING ALL OVER THE COUNTRY

Break the habit



Break the habit



A.S.P., the immediately effective anti-smoking mouth rinse, has been sampled by over ¼ million people in the following centres:-

- * Aberdeen * Glasgow * Newcastle
- * Middlesbrough * Leeds * Liverpool
- * Manchester * Hull * York * Birmingham
- * Central London and Suburbs.

* Increase your Profits! * Stock A.S.P., the minty tasting mouthwash that makes smoking virtually impossible. * Ask to have a demonstration unit in your shop. Subject to a minimum order, we will put a professional demonstrator(s) into your shop for six full days at no charge. You buy A.S.P., we sell it for you.

Mr. Balcombe, M.D., of Paul Andrew (Chemist) Ltd., of East London, says:-

"A few weeks ago A.S.P. was sampled by an Antobond demonstrator in one of our shops. It was a complete sell-out in the first week and the follow-up sales have been impressive. We are now extending the sampling operation to all our branches. This is the aggressive marketing this product needs. About 80% of the people who sampled A.S.P., bought it."

Phone or write to:-

Empress Marketing Ltd., 26 Rochester Place,
Camden Road, London, NW1. Tel. 01-267 2998

Please arrange for a Representative to call ☐

Please arrange for a Demonstration Unit ☐

Please forward ☐ dozen bottles of A.S.P.

NAME _____

COMPANY _____

ADDRESS _____

TELEPHONE _____

EXTRA DRY
Sure
ANTI-PERSPIRANT
DEODORANT

NEW
IMPROVED
FORMULA

Sure. No. 1. And

We've been brand leader three years running. And we led with a huge 15% of the market in 1975*—the highest brand share any anti-perspirant has ever achieved.

So how can we be sure that we—and you—will do even better in 1976? Here's how.



We have a New Improved Formula. A formula that makes Sure 50% more effective than before.

We have a new Wild Oak roll-on following the success of Wild Oak aerosol.

We have the biggest ever promotional support. £1,150,000. Including a £450,000 continuous TV campaign from April to October.

All you have to do is give Sure the shelf-space it deserves. 1976 will be the biggest and best year yet. For Sure.



Sure won't let you down.

still improving.



Elida Gibbs

New products and packs

OTC medicinals

Cream for acne treatment

Winthrop Pharmaceuticals have introduced pHiso-Ac, a medicated cream (20g tube, £0.49) for the treatment of spots and acne. The flesh-tinted greaseless, unperfumed cream contains sulphur and resorcinol and is packed in a Tuk-frame shadow carton in the green associated with pHisoHex packaging. An introductory bonus of 14 as 12 is offered for March–April (Winthrop Pharmaceuticals, Sterling-Winthrop House, St Mark's Hill, Surbiton, Surrey).

Optical

Soft lens starter kit

A soft lens starter kit (£1.65), containing three sterile solutions and a free boilable soft lens storage case, is now available from Barnes-Hind Ltd. Hexidin is a germicidal, isotonic, buffered solution for storage and rinsing and prevents dimensional changes to the lenses. Cleaner no 4, isotonic and with nonionic surfactants, removes dirt and proteinaceous tear residues from the lenses and comfort drops has been formulated to rewet, condition and clean soft lenses while they are being worn (Barnes-Hind Ltd, Holbrook Street, Swindon, Wilts SN1 1BZ).

Photographic

Protective apron

A waterproof and chemical-resistant apron is being marketed by Paterson Products for home use. The laboratory apron (£2.17), made from heavy gauge grey plastic, is 40in long and has strong cotton waist tapes and head loop (Paterson Products Ltd; UK distributors Rollei (UK) Ltd, Denington Estate, Wellingborough, Northants).

Electrical

'Younger look' shaver

A recent introduction into the Braun Electric range of electric shavers is the Special (£18.95). Designed to appeal to the younger section of the market, the shaver is available in a choice of three matt colour finishes—orange, red or black.

Coming complete with its own zipped travelling case and three year international guarantee, the Special features the Braun foil shaving system, a no-tangle coil cord, pendulum action motor, separate long hair trimmer and dual voltage control. Display units, containing six shavers with three on display, are also available (Braun Electric (UK) Ltd, Mill Mead, Staines, Middlesex TW18 4UQ).

Sundries

Norvex bags for 1976

Twenty new fabric toilet bags, both framed and zippered and some with "mix 'n' match" effects (from Mystique at £0.99 to Belinda B at £1.81) are part of the red-

ticketed Norvex range now being sold through wholesalers for 1976. A new range in fabric holdalls for men includes Undergrad (£1.39) and City Slicker (£1.65). To Crosskills' previous hanging displays of cosmetic bags is added a counter pack of 24 nylon zipped (VB-200) at £0.35 (C. R. Crosskill & Sons Ltd, Calvert Works, Norwich NOR 79K).

Holdalls and purses for spring

Butterfly is the name given to the latest spring range of Jaqueline holdalls and cosmetic purses. Made from a soft cotton material, the design features butterflies, birds and flowers and comes in one colour—an array of brown, rust and beige. Two of the holdalls have gold metal loop-shaped handles—a new feature to many of the current Jaqueline holdalls. Prices of holdalls range from £1.85 to £2.95 and purses from £0.79 to £0.99 (Jaekel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

Household

Airwick for kitchen and toilet

Two new evaporator air fresheners have been added to the Airwick range. Airwick Kitchen Fresh and Airwick Toilet Fresh (each £0.29) work on the Airwick "odour counteraction" principle—they contain a range of natural ingredients selected to pair with and neutralise unpleasant odours. Kitchen Fresh has an "active citrus" formula to counteract cooking, pet refuse, etc. odours. Toilet Fresh has an "active evergreen" formula including pine and rosemary essences.

Each product lasts about a month and is packed in a carton which can be stood or hung. A £150,000 national television campaign starts early in April (CIBA-Geigy (UK) Ltd, Simonsway, Manchester).

Cosmetics and toiletries

Crabtree & Evelyn additions

Crabtree & Evelyn have introduced a range of Tudor Rose country soaps, each fragrance having its own colour matched



as closely as possible to the petal colour and separately presented in a carton. The three fragrances are damask rose, eglantine rose and musk rose. Available in gift box of three (£1.50) or individual soaps (£0.50).

The two latest additions to the range of Swiss Truc soaps are wheat germ oil soap (with a natural base—no synthetics—consisting of tallow and vegetable oils with wheat germ oil) perfumed with an alpine fragrance and recommended for all types of skin, and sea algae soap, recommended especially for normal and slightly oily skins, and containing extracts of seaweed. Both fragrances are packed in boxes with illustrations in full colour lithographs "by Switzerland's leading botanical artist". Available in gift box of three (£1.65) or as single boxed tablets (£0.65) (Dean Warburg Marketing Ltd, 34 Savile Row, London W1).

Skin diet cosmetics

Grandels skin diet cosmetics, available in health food stores on the continent, are being introduced to the UK next month. Made in Germany, the 11 products in the range include day creams, night creams, cleansing milk and facial masks. Marketing will begin at Helfex '76, Bloomsbury Hotel, London, April 2-5. Also being introduced is Neem toothpaste (£0.81) containing the glycosidal extract of the Neem tree, said to be among the oldest known natural dental care plants, whose twigs were chewed for teeth cleaning (Synpharma, Castle House, 21 Davy Place, Norwich NR2 1PJ).

Prescription specialities

IMODIUM syrup

Manufacturer Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks SL7 1ET

Description Red fruit-flavoured syrup containing loperamide hydrochloride 0.2mg per ml

Indications etc As for Imodium capsules

Dosage Children 9-12 years: 10ml four times daily. 4-8 years: 5ml four times daily

Packs 100ml bottle (£1.23 trade)

Supply restrictions Interim prescription only order

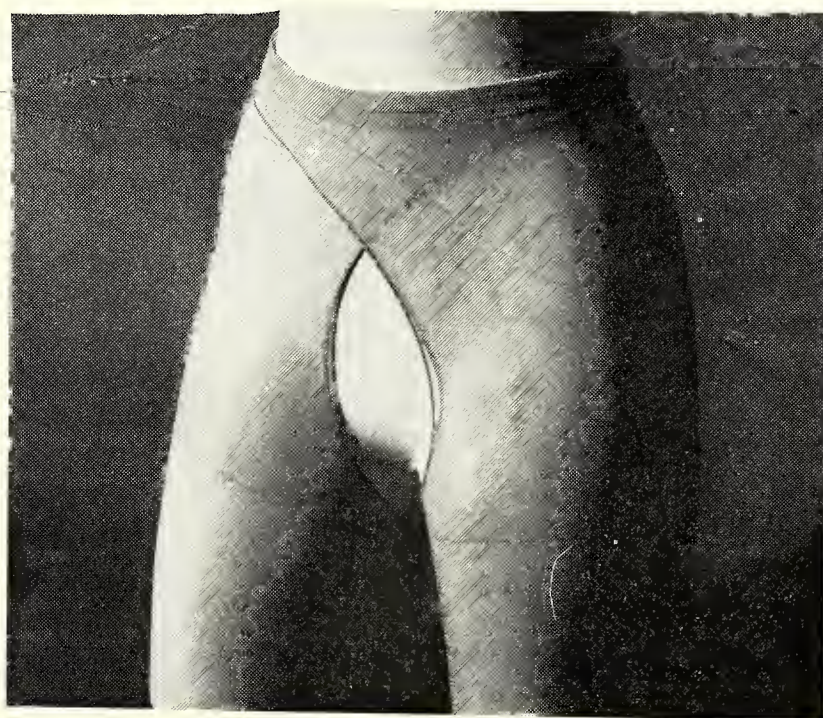
Issued March 29, 1976

IT HAD TO HAPPEN!

A sensible practical garment.

It had to happen for reasons of economy — snag one-change one (there are five separate legs in each carton). It had to happen for the healthy advantages of stockings and yet retain the comfort and freedom of tights — it had to happen.

Modern times move quickly, don't miss the chance to be able to answer the customer's question 'Do you stock Tytex?'



tytex
stocking tights

Trade News

Bisolvomycin expiry date extended

Boehringer Ingelheim Ltd, Southern Industrial Estate, Bracknell, Berks RG12 4YS, have recently received Department of Health approval to extend the expiry date of Bisolvomycin from two years to three years. Part of batches numbered 4705 and 4706 have been appropriately re-labelled but other packs currently held in stock may be used for up to 12 months after their expiry date. Packs with a batch number prefaced by two letters eg FB3608 are already labelled with the extended expiry date.

Further indication for DTIC-Dome

The Department of Health has granted Dome Laboratories, division of Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough SL2 4LY, an extension of their product licence for DTIC-Dome to include soft tissue sarcomata as an additional indication.

Domical 50mg tablets

Domical tablets 50mg (100 £1.78 trade) are now available from Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE. The tablets are reddish brown, film-coated, biconvex, engraved "D" one side and contain amitriptyline 50mg.

Elastoplast 'tin' and 'plastic' promotions

Two Elastoplast promotions for different parts of the British Isles have been announced by Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.

In the North of England and Scotland, where "tin" packs are still available, the promotion for Airstrip and Stretch fabric plasters is a colourful bird mobile. Aimed chiefly at children aged 8 to 11, it features two free in-pack mini-mobiles—tropical birds and birds of paradise in colour—to cut out and hang. One mini-mobile is included in medium and large size tin packs and a specially designed pre-pack merchandiser with colourful descriptive headboard is available.

A "nature trail" promotion in support of the recently introduced plastic packs is to run in East Anglia, the Midlands, Wales, Southern England, Northern Ireland and Eire. Aimed at children from the age of nine upwards, the promotion consists of a series of free in-pack paper kits to cut out and mount in empty Elastoplast plastic packs. In colour, the series features six different nature study scenes with descriptive notes and drawings of animals, birds and insects for mounting against typical backgrounds also provided. The scenes are: butterflies, seashore, garden birds, riverside, hedgerow, and field life.

Sir Peter Scott, first vice president, World Wildlife Fund and chairman, British National Appeal, has endorsed the promo-



tion's aim to help develop children's interest in wildlife and conservation. Each promotional pack of Airstrip and Stretch fabric plasters—some 2.5 million specially designed flash packs have been produced—also contains a coupon entitling the sender to a copy of a country quiz book for 30p (to cover postage and packaging and a 5p donation to Sir Peter's Wildfowl Trust at Slimbridge). A pre-pack merchandiser with colourful headboard is available to dealers.

Smith & Nephew add that the new plastic pack, introduced in January is selling extremely well, and that Elastoplast has increased its market share—in chemists it is now put at over 60 per cent.

More Fabergé Olympic sponsorship

Fabergé have announced further sponsorship of the British Olympic effort, with the introduction of the "Brut Olympic 5" in which they will be putting £20,000 behind five major events in the pre-Olympic period in weightlifting, judo, yachting, cycling and modern pentathlon.

On March 20 in Huddersfield, Great Britain will be at home to France in a weightlifting match at all the nine Olympic weights. Then April 27-30, based at Crystal Palace, there will be a six nation modern pentathlon, when Brut will welcome Russia, Hungary, USA, Sweden and Holland to compete against three Great Britain teams. This match will also be the final selection trial for the British Olympic team.

On May 23 Great Britain will be at home to Belgium and Holland (to be confirmed) in a three-cornered judo match at the Crystal Palace National Sports Centre. On May 29 the action will move to the Queen Mary Reservoir at Sunbury-on-Thames when 18 of the top names in British yachting will compete in the Brut yachting relay. This new style of event will consist of a series of slalom races in single-handed laser dinghys, with £3,000 of prize money going to the British Olympic Yachting Appeal.

Finally, on June 12 at Leicester there will be a full Olympic programme of track cycling, with teams from Great Britain, Denmark and West Germany (to be confirmed). This event will be the final selection for the team to go to Montreal.

Fabergé Inc, Ridgeway, Iver, Bucks, have already given support to the British Olympic effort by their sponsorship of the Brut winter relay and the British ice figure skating championships.

SH:TA116

LONG-ACTING

Histryl

'SPANSULE' CAPSULES

day and night protection from hay fever symptoms



In a unique sustained-release 'Spansule' Capsule for long action.

Side effects are infrequent and minor.

one night and morning

When asked to recommend a preparation for relief of hay fever...

RECOMMEND HISTRYL—WITH CONFIDENCE



One of the new ever-ready camera cases from Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts, which is designed to act as a hand grip when opened out and thus to provide support for the range of Tele-Instamatics and redesigned pocket Instamatics. The camera shown here is the new Instamatic model 130 which replaces model 82 (C&D, February 28, p298)

Hack championship sponsorship

Following their successful sponsorship of the Hack Championship at the Royal International Horse Show last year, Rochas Perfumes Ltd, 27 Grosvenor Street, London W1X 9FE, are to sponsor the event at six major shows this season in association with British Equestrian Promotions Ltd. The shows will be the East of England, the Three Counties, the Devon County, the Royal, plus the Royal International Horse Show and the Horse of the Year Show.

Scotties offer 3p off Andrex

Bowater Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1X 7LR are promoting Scotties with a "3p off Andrex" on-pack offer, which continues until the end of April and applies across the range of Scotties white, rainbow, harmony and man-size tissues. The campaign is backed by advertising in women's magazines.

Bowater-Scott's standard two roll pack of Scottotwells will be flashed "5p off next purchase see side of pack for details" with a cut-out coupon on the left hand side of the pack, until the end of March. The promotion is aimed at re-inforcing value for money brand image and brand loyalty.

LR Industry's media information service

A new contraception information service has been set up by LR Industries Ltd, North Circular Road, London E4 8OA, and the service has itself launched a contraception education film.

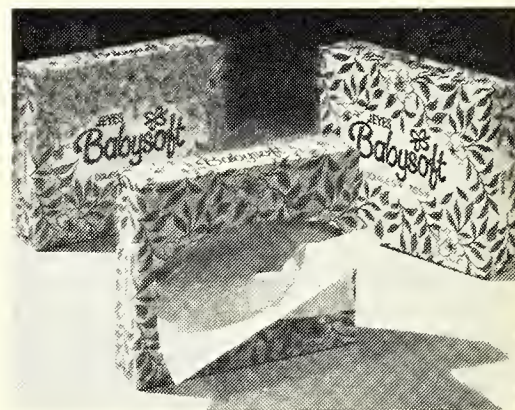
The unit's head, Mr E. C. Corderoy, explains that the service is aimed primarily at providing factual information on all aspects of contraception to the media, answering queries and issuing information as important new facts arise. Where queries cannot be dealt with by the unit, inquirers will be referred to other appropriate sources. However the service, which is based at the company's East London offices, will not be a personal advisory service and will be unable to comment on individual cases or problems.

The 20 minute colour and sound film, entitled "Responsibility", is aimed at the 16-18 age group, Part cartoon, part live action, it adopts a "moralistic" attitude in discussing such matters as unwanted pre-

gnancies, abortion, adoption, and later examines various methods of contraception, discussing the advantages and disadvantages of each; the company says that, as manufacturers of the Durex range, they have had to be "more than usually careful" in treatment of the various methods. The 16mm film is available without charge for screening up to May 30, through Guild Sound & Vision Ltd, Woodston House, Oundle Road, Peterborough PE2 9PZ, and £2 per two days thereafter.

Filmstrips on adolescence

Camera Talks Ltd, 31 North Row, London W1R 2EN, have produced a series of three 25mm filmstrips on adolescence, covering such subjects as puberty, menstruation, sanitary protection, contraception and contraceptives. The series, designed for teaching children, is also available as slide-sets with cassetted tapes.



Toilet tissue relaunched

Babysoft luxury flat pack toilet tissue is being relaunched in a new multi-purpose carton this month by Jeyes UK Ltd, Brunel Way, Thetford, Norfolk.

The product comprises what is described as "double soft" high quality tissue available in blue, primrose or pink floral packs. Jeyes feel the tissue quality, allied to pack design, renders Babysoft acceptable as an economic facial tissue, thus widening considerably the possible market, and they anticipate soaring sales.

Extra awards for nurses essays

Entries in the nurses essay competition "Care of the constipated patient" were of such a high standard that the sponsors—Senokot manufacturers Reckitt & Colman Products Ltd pharmaceutical division, Dansom Lane, Hull—have made additional awards.

The £200 first prize has been awarded to Mr David Lewin, tutor in surgery, School of Nursing, Atkinson Morley Hospital, London, while the second prize of £100 goes to Mrs Moira Vaughan, a staff nurse at the Special Treatment Centre, Southampton, and the £75 third prize to Mrs Mollie Antrobus, a staff nurse at the Andover War Memorial Hospital. Seven additional awards of £10 each are also to be made for highly commended entries in the 2,500 word essay competition.

Still available

Voss Intraplas is still available from Thomas Christy Ltd, North Lane, Aldershot, Hants GU12 4QP. The product now appears in the C&D Price List under the "Voss" heading.

SH:TA136

Histryl

'SPANSULE' CAPSULES

offer a good deal
for your customers
and for you!

Low outlay

Special introductory offer (while stocks last)
24 cartons charged as only 20
—ONLY £8.00 (excluding VAT) per outer of 24

High profit

Retail Price—65p per carton (including VAT)
Profit per outer—£6.40
i.e. over 26½p per pack
(44% on selling price)



Available through your
local wholesaler, or
contact your SK&F or
Vestric representative
for further details.



SK Smith Kline & French Laboratories Limited
Welwyn Garden City, Hertfordshire AL7 1EY

'Histryl' (diphenylpyraline hydrochloride)
and 'Spansule' are trade marks.

Trade news

Continued from p377

Roc franchises

The Roc cosmetics range—said to be the leading brand of hypo-allergenic preparations on the continent—is being offered to selected UK outlets on a franchise basis by Fontarel Ltd, Servier House, Horsenden Lane South, Perivale, Middlesex.

Outlining its marketing strategy, the company says it will adopt the policy pursued by Roc in other European countries; that includes leading dermatologists being contacted individually by medical representatives who will give them relevant information on the products which have enjoyed 20 years support from leading French dermatological departments. Fontarel also promise intensive advertising on television and in the Press, including local advertising.

Arden spring colours

Arden shade introductions for March are lasting cream lipcolours pink wisteria, plumspice, toasty maple and wine country and salon formula nail laquers coffee-house, grapespice, red chestnut and wisp of pink. To complement the "typically English" look of spring fashion Elizabeth Arden Ltd, 20 New Bond Street, London W1 suggest pink wisteria, with grapespice to echo the tone on nails.

From April 12, Elizabeth Arden Ltd, offer three "summer essentials" at 25 per cent discount. Sleek will be £1.35, and self-tanning lotion and sun tan lotion both £1.15.



four "perfumes of yesteryear" in the original pack designs (£0.65): Heather, launched 1941, Pink Minosa 1951, Passport 1957 and Remember, 1959.

Cutex Mood Matchers

For spring and summer, Cutex have launched six new shades of nail polish called Mood Matchers. They are: in the pink, being natural, flaming mad, all wine and roses, bottled up green, and good as gold. Makers are Chesebrough-Pond's Ltd, Victoria Road, London NW10 6NA.

Payot hand cream returns

Payot Ltd, 139a New Bond Street, London W1Y 9FB, have re-introduced their creme no 6 hand cream "owing to popular demand". Creme no 6, is lemon-scented (tube £1.50) and designed to make the hands softer and smoother.

Radox advertising

Nicholas Laboratories Ltd, 225 Bath Road, Slough Bucks, are advertising Radox liquid nationally on television for four weeks beginning April 19.

Offers from ICML

From late March Independent Chemists Marketing Ltd, 321 Chase Road, London N14 6JN, are introducing a limited quantity of Lotus nail polish remover carrying a "4p off" flash on the label. Another offer is two pairs of standard or deluxe rubber gloves banded together at a special price of £0.40 (against £0.52) for the standard and £0.44 (against £0.58) for the deluxe.

Calorie counter

A calorie counter guide (£0.25) has been brought out by Aquamaid Co, Larkhall Laboratories, 225 Putney Bridge Road, London SW15. Measuring about 4in x 4in it fits into the handbag or pocket and by revolving the built-in dial a day's calorie intake can be calculated.

Trade exhibitions

The programme of trade exhibitions organised by Trade Promotion Services for the next twelve months is: International Gifts Fair London Olympia, August 15-19; Wholesale Buyers' Gift Fair, Mount Royal Hotel, London, November 21-25; West Country Gifts Fair, Palace Hotel and Terrace Exhibition Hall, Torquay, January 9-13, 1977; International Spring Fair,

National Exhibition Centre, Birmingham, February 6-10, 1977; Scottish Gifts Fair, Kelvin Hall, Glasgow, February 13-17, 1977; Blackpool Gifts Fair, February 20-24, 1977; International Hair and Beauty Fair, National Exhibition Centre, Birmingham, March 19-21, 1977; Details from Trade Promotion Services Ltd, Exhibition House, 6 Warren Lane, Woolwich, London SE18 6BW.

Breast reliever for export

A new all-plastic breast reliever, primarily intended for export markets, has been developed by Saffron, 5 Rowlands Road, Worthing, West Sussex. Individually packed in the same way as the company's regular breast relievers, the new product has a soft pvc squeeze bulb and clear plastic receiver.

Gillette predict 'systems' growth

Gillette Industries report that they sold over 2 million new systems razors in 1975—more than in any year previously. David Waldron, marketing manager for Gillette shaving products, predicts the trend will continue and that by the middle of 1976 more than 40 per cent of all wet shavers will use a system razor. Wet shavers account for 75 per cent of all males of shaving age and the UK blade market is currently worth £22 million a year—of which Gillette Industries Ltd, West Road, Isleworth, Middlesex claim 66 per cent of the systems business.

Available now

Softly Blonde, the new hair-lightener from Beecham Proprietaries, Beecham House, Brentford, Middlesex, is available now and advertising starts in May. (C&D, February 28, p298).

Minima and Ritters repackaged

Minima slim aid tablets, made by Health and Diet Food Co Ltd, Freeland House, Cranleigh, Surrey, are now packed in a new green and white carton (150 tablets, £2.45; 350, £4.86). Ritters wheat diet is available in two more varieties—oranges and pears—and is packed in four-colour cartons depicting the fruits. Advertisements are appearing in women's magazines.

Continued on p383



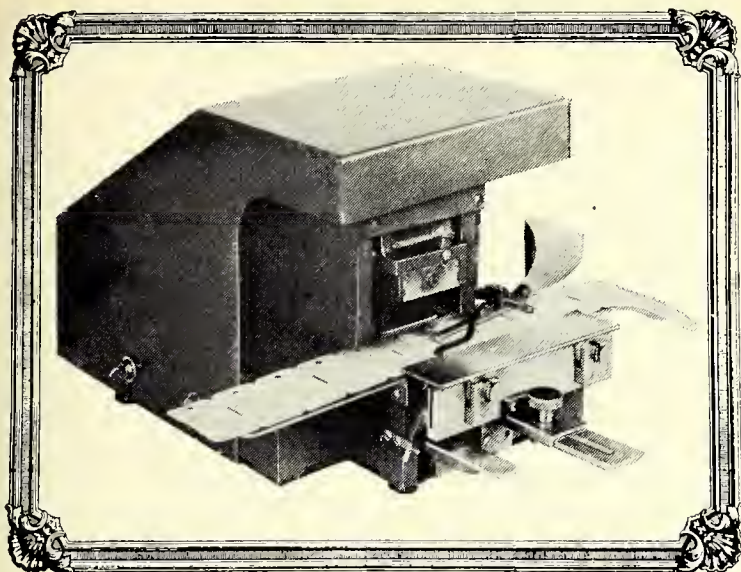
Offers from Goya

Goya International Ltd are introducing three banded-pack offers in Aqua Citra and Omen fragrances. Aqua Citra banded packs offer free oatmeal beauty soap and talc (£0.52) and free soap with foam bath (£0.70). Omen fragrance spray has been banded with a special travel size talc (£1.02). The offers will be packed in individual display outers and continue while stocks last.

Goya International Ltd, 161 New Bond Street, London W1Y 0LN, are also offering

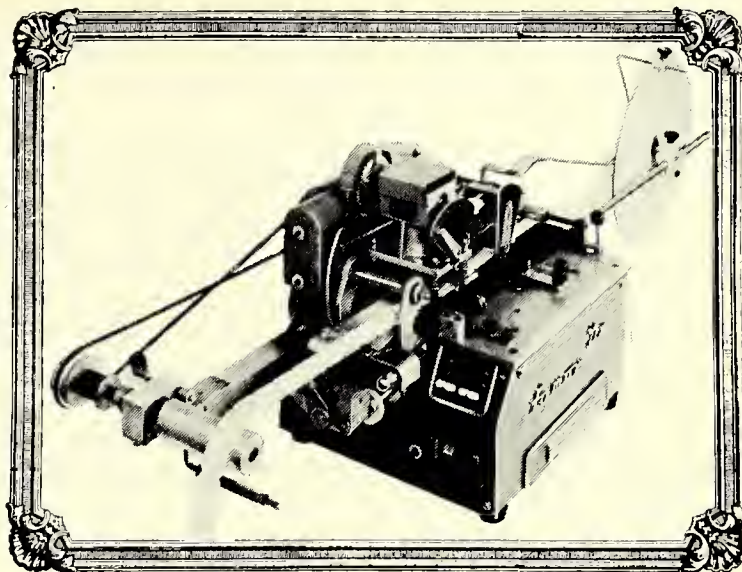
The Skol merchandiser and headcard for 1976 available from Scott & Bowne Ltd, 50 Upper Brook Street, London W1Y 2AE, features an exotic tropical island theme





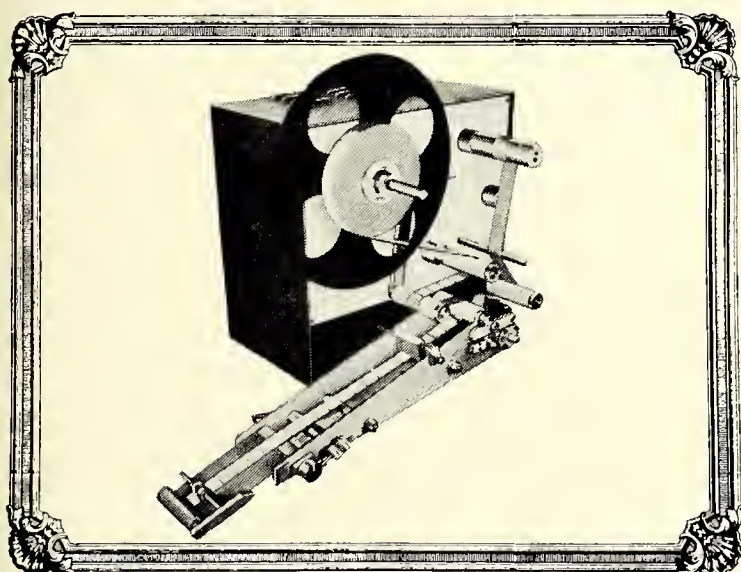
Kimco Gormont Ticket System

Will print a wide variety of tags and tickets, with control stubs if required, in strips or fan fold. Fast, simple to use and more economical than any competitive machine.



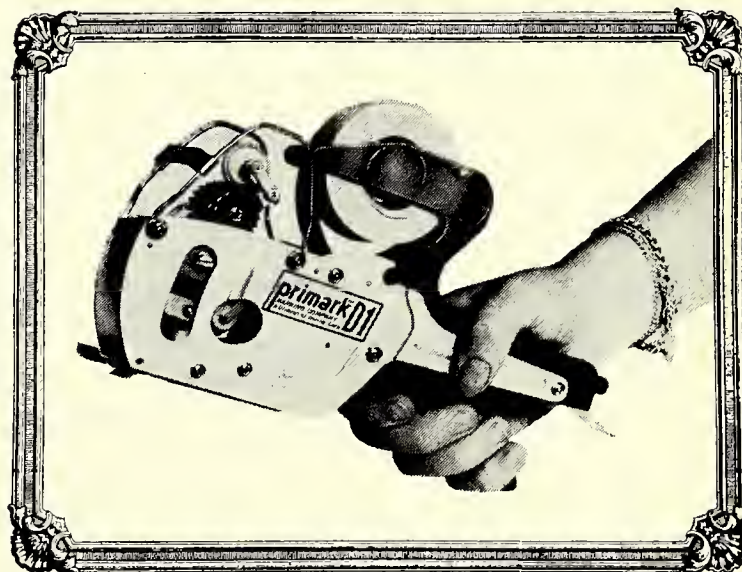
Fomox 11n Reel Printer

A superbly efficient high speed label printer with adjustable knife for varying lengths of tickets and labels.

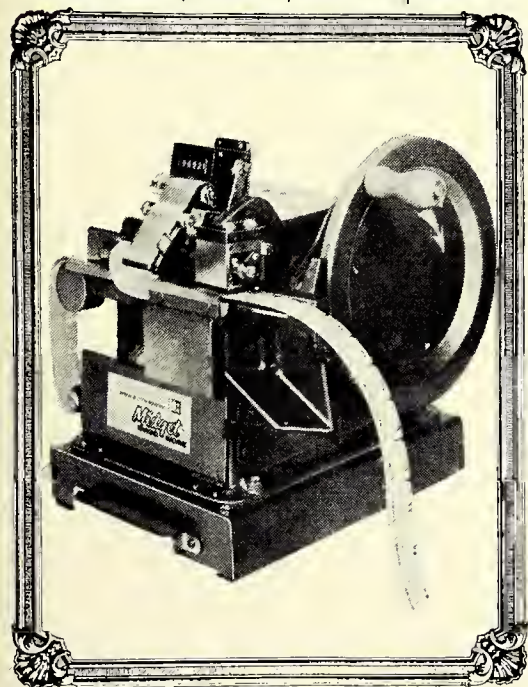


Fomox Electronic Label Applicator

A high speed, precision applicator capable of applying 35,000 labels an hour. Label size from 6mm diameter up to 152mm x 305mm. Will interface with conveyor or purpose built systems and can cope with recessed, contoured, hard or soft products.



Labelling Guns for all Purposes



Kimball Midget Marker

An economical, simple to operate, portable tag, ticket and label printer to cope with a wide variety of labelling applications.

Meet the family. Our features have never looked better.

Whatever you need to label, Kimball can give the machines and labels to do it in the best possible way. Regardless of shape, size and texture, all our machines have one thing in common. They'll print out letters and figures clear and sharp. No more misunderstandings in price and information. That has to be good news for staff and Customers. As well as for business.

To Kimball Systems Ltd., Litton House, 27 Goswell Road, London, EC1M 7AL

Telephone: 01-253 1800.

Please send me further information on

☐ Kimco

☐ Fomox Electronic

☐ Fomox 11N

☐ Labelling Guns

☐ Kimball Midget

Name _____

Position _____

Company _____

Address _____

Tel: _____

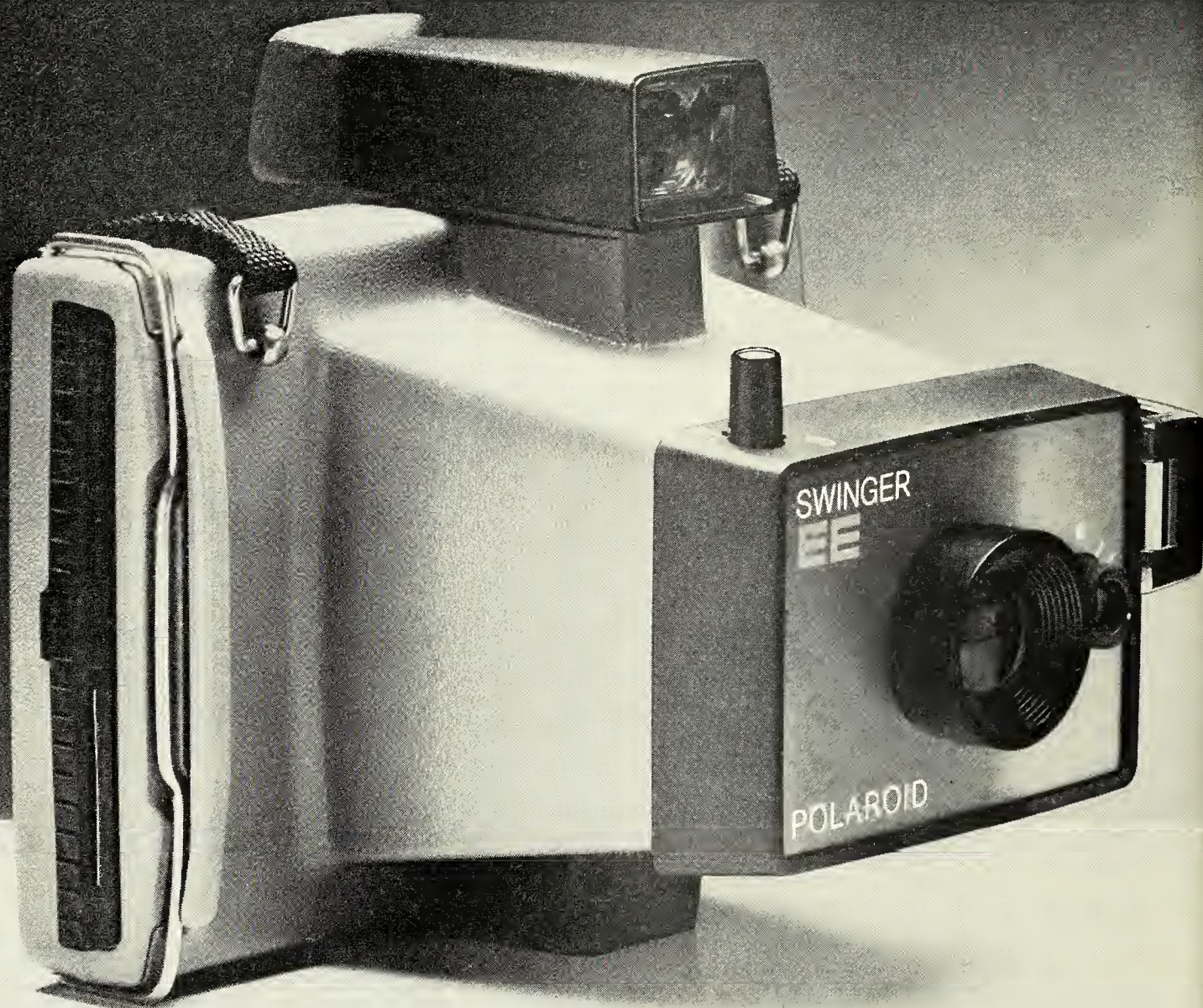
CD 13/3



KIMBALL

Litton

TWO NEW SWINGERS TAKE A FEW SECONDS AND



On your left, our remarkable new Swinger EE.

Remarkable because, although it now becomes the lowest priced model in our range, it offers your customers a sophisticated feature normally found only on far costlier cameras.

Namely, an electric eye and electronic shutter to give them automatic exposures.

Also included, a built-in flash assembly. So they'll be buying plenty of our new 4-shot flashcubes from you.

As for broad daylight, they can get crisp, clear pictures from three feet to

infinity since, with the Swinger EE, there's no focusing.

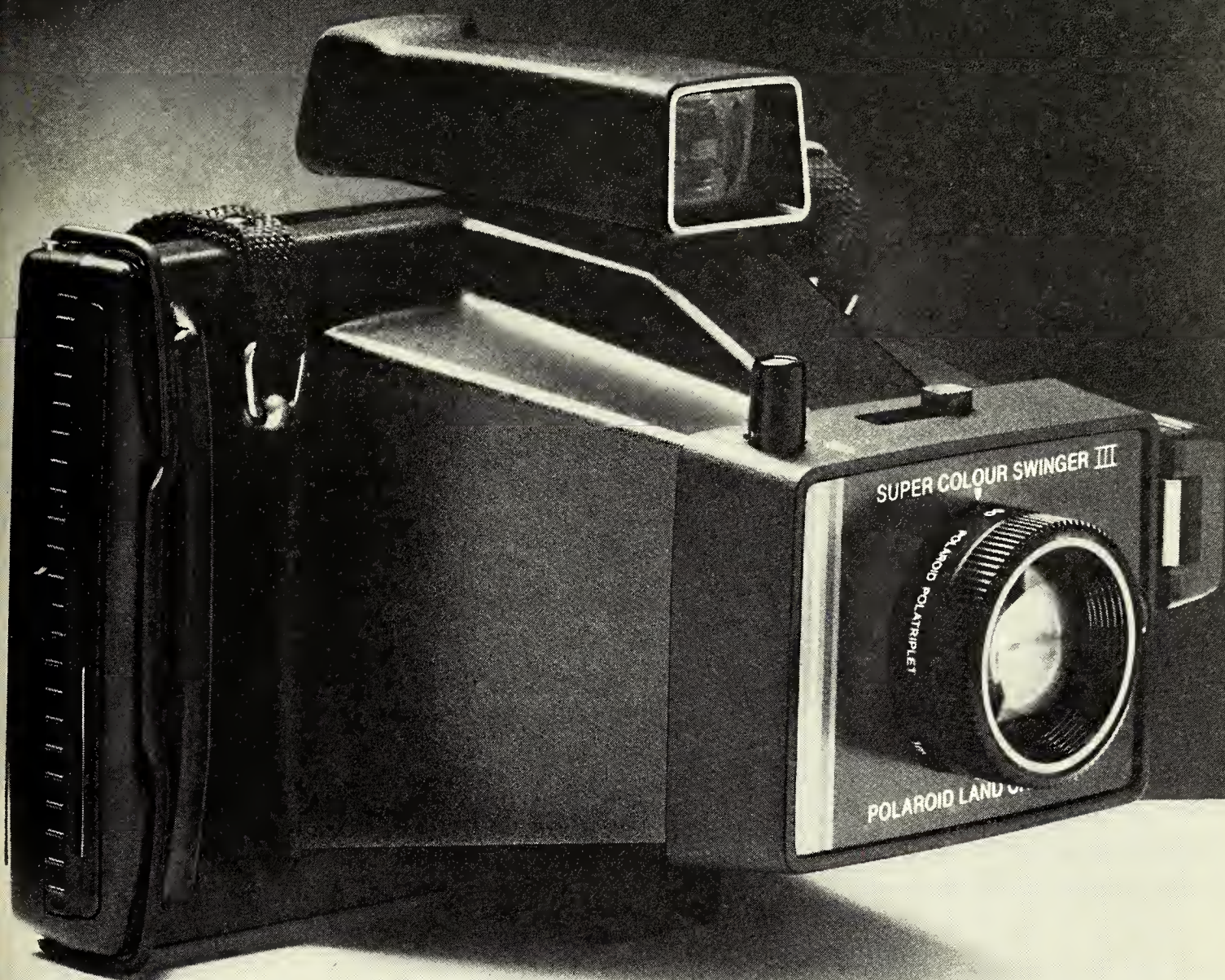
Talking of pictures, it uses our inexpensive Type 87 film.

Half a minute now, and we'll tell you about the other model on your right.

Our new Super Colour Swinger III. Scarcely less remarkable, it becomes our top priced Swinger.

Along with all the Swinger EE's features, customers will find a self-adjusting viewfinder. A flash diffuser. Tripod mount. And our exclusive Polatriplet three element lens.

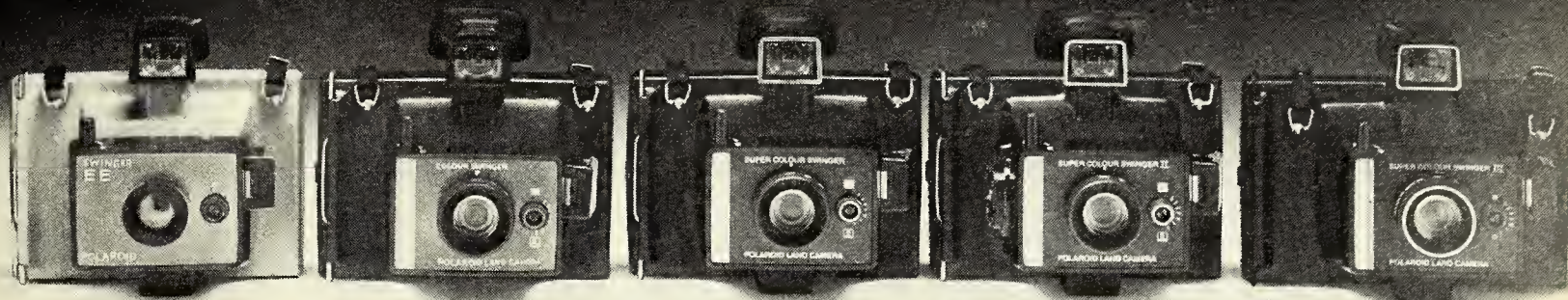
FROM POLAROID. YOU'LL GET THE FULL PICTURE.



Its really big plus, though, lies in the
ve different Polaroid films it can use.
Type 87, Type 88, Type 107C, Type 108.
And, first time ever for a Swinger,

black and white positive/negative film (Type 105).
There, that didn't take a minute, did it?

POLAROID INSTANT PICTURE CAMERAS.



New Swinger EE Electric eye
camera for economical square
format black and white
pictures in seconds. S.R.P. £14.50.

Colour Swinger Square
format colour pictures in a
minute. S.R.P. £18.70.

Super Colour Swinger
Square format colour pictures
in a minute, black and white in
seconds. S.R.P. £22.50.

Super Colour Swinger II
Colour pictures in a minute,
black and white in seconds.
Plus built-in timer. S.R.P. £26.

New Super Colour Swinger III
Takes five different kinds of
instant pictures. S.R.P. £29.95.

We're telling everyone you've got what it takes to give up smoking.

Give up smoking the same way as you started. Gradually.

Remember your first cigarette? Chances are it made you feel sick, your eyes water, and your head spun. That was the first cigarette; the second one tasted better, and soon you probably began to actually enjoy cigarettes—even to need them. Most people start the smoking habit like this. Gradually. And we know from research that gradually is the best way to give it up.

Suddenly stopping smoking all too often results in unpleasant side effects such as irritability, nervousness, and undue weight gain. The MD4 stop-smoking method is designed to eliminate these side effects, because your body has time to adjust gradually to the controlled reduction of nicotine intake.

The MD4 method is used over a period of eight weeks. During that time you actually continue to smoke normally, only you smoke through a series of condensation filters.

There are four condensation filters in a packet of MD4. Each one should be used for two weeks before moving on to the next.

Before you inhale it, the smoke is first diluted with air entering through a small filter vent, which increases in size from the first to the fourth filter. The mixture then passes into the condensation chamber where the vapours circulate in a swirling motion, causing the particles

of tar and nicotine to form into larger droplets until they are deposited in the chamber of the filter. The first filter reduces the tar and nicotine inhaled by 30%, the second by 60%, the third by 70%, and the fourth and final filter by 80%.

In these four easy stages your body is able to adjust gradually to the reduced intake of tar and nicotine.

This in turn means you should be able to take the fifth and final step with a minimum of withdrawal, and stop smoking completely.

Of course MD4 is an ideal way to smoke more safely. When cleaned regularly condensation filter number four can be used indefinitely to reduce tar and nicotine intake.

But the main objective of MD4 is to help you to give up smoking completely without side effects. If that is your aim, MD4 could be all the help you need.

MD4—Stop smoking without undue stress.

Available only through chemist outlets.



Until MD4 all you could recommend was willpower.

Smoking is not only a harmful habit, it is also a notoriously difficult one to break.

Even when faced with health problems caused or aggravated by smoking such as asthma, bronchitis and ischaemic heart disease, patients still find it hard to follow their doctor's advice to stop smoking.

In fact out of those who attempt to give up smoking, more than 70% fail. They fail because they have become addicted to the nicotine content of cigarettes, and, as with any form of addiction, when the nicotine intake is stopped suddenly they frequently experience unpleasant withdrawal symptoms which in turn force them to return to the original habit for relief.

The four of these side effects often prevent would-be non-smokers from even attempting to give up. They can't face the thought of what they will have to go through in order to break the habit. Now Miles, a leading company in the fields of health care and nutrition have introduced MD4, a new stop-smoking method designed by a team of doctors to work gradually over a period of eight weeks.

Gradually is the key word here, because during the eight week course the body is given time to adjust to the reduced levels of tar, nicotine, and carbon monoxide intake.

With MD4 the patient continues to smoke, through a series of condensation filters. A course of MD4 consists of four filters. Each one should be used for two weeks before progressing to the next. Super-counsel is not required during the course as simple instructions are provided with the filters.

The smoke is first diluted with air entering through a small filter vent.

The mixture then passes into a condensation chamber where the vapours circulate in a swirling motion causing tar and nicotine droplets to coagulate into larger droplets until they are deposited from the turbulent smoke in the chamber of the filter.

In this way a proportion of tar and nicotine is filtered out of the smoke before it reaches the lungs of the smoker. The first filter reduces the tar and nicotine inhaled by 30%, the second by 60%, the third by 70%, and the fourth and final filter by 80%. At the same time carbon monoxide in the inhaled smoke is reduced progressively until 80% reduction is achieved with filter number four.

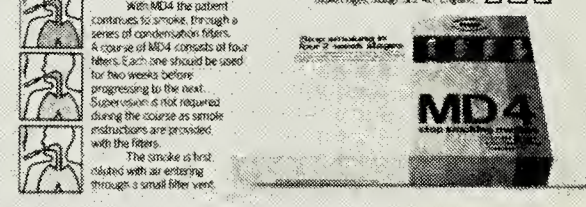
Then, with a minimum of withdrawal, the smoker should be able to take the fifth step—stop smoking—without experiencing undue side effects.

Of course MD4 can be extremely helpful to people who need to smoke more safely. When cleaned regularly filter number four can be used indefinitely to reduce the intake of tar, nicotine and carbon monoxide by 80%.

But the main aim of MD4 is to help people to give up smoking completely without the use of drugs and without undue stress, which is why MD4 will bring new hope to those who suffer because they smoke. MD4 is available now from retail chemists only.

Recommend MD4—the safe solution to the smoking problem.

Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough SL2 4LY, England.



MD4

The new scientific and progressive stop smoking method.

stop smoking without undue side effects

Stop smoking in four 2-week stages

How the MD4 stop-smoking method works

MD4 is a new and effective stop smoking method. Please take a leaflet.

MD4 stop smoking method

MD4 is a new stop-smoking method from Miles Laboratories with a potential market of 20 million smokers and a promotion budget of £300,000, which makes it the first ever anti-smoking product to be so heavily promoted.

MD4 is now a money spinner in the US and on the Continent, and here it has already been well received by the major chemist outlets.

Because it is not a drug, you can safely recommend MD4 to all your customers. It consists of a series of scientifically designed filters. An eight week course retails at £4.95 and provides a progressive reduction of tar, nicotine and carbon monoxide intake and is designed to minimise unpleasant withdrawal symptoms, usually associated with giving up cigarettes.

The launch period is now under way with intensive consumer advertising in Readers Digest, The Sunday Times and Observer Colour Magazines, Woman, Sunday Express, Daily Mail, TV Times, Evening Standard and Medical advertising in General Practitioner, World Medicine, British Journal of Hospital Medicine and Irish Medical Times. In addition, support for the product will be sustained through mailings to the medical profession and PR programmes for consumer and medical press.

Make sure you take full advantage of the MD4 point-of-sale material. Six packs are supplied in a display outer with leaflets. Counter cards and till stickers with leaflets are available from Miles. To reorder MD4 contact your usual wholesaler.

Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough S42 4LY





Display outer for a 100-extra Sweetex 500 pack, on offer this month with bonus terms from Crookes Aneston Ltd, 1 Thane Road West, Nottingham NG2 3AA

Trade News (continued from p378)

Apocaire offer Showerfresh

Radox Showerfresh is among the Apocaire promotions for March available from Sangers Ltd [corrected note].

Bonus offers

Union Jack Paste Co (1972) Ltd, Fore Street, Chulmleigh, Devon EX18 7BR. Union Jack corn paste. Display outer of 24 at special price of £1.57 (against £1.74) plus VAT, through wholesalers. Offer ends June 30.

L. E. Vincent say the special offer packs of Formula 16 with the free medicated Formula 16 shampoo and the Lady Formula 16 with the free conditioning shampoo are being offered at normal trade terms. The bonus of 14 to the dozen only applies to the new luxury Formula 16 shampoos, not as previously informed (C&D, February 21, p243).

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Glamplan; E—Eireann; CI—Channel Island

Alberto Balsam conditioner and shampoo:

All except U, B, E

Anadin: All except E

Askit powders: Sc, G

Baby Ribena: Lc

Cream Silk: All except U, E

J-cloths: Ln, So, A

Harmony hairspray: All except U, E

Johnsons baby powder: All except E

Liquid Gumption: M, Sc, WW, We

Maybelline lipstick: All except G, E, CI

Miners make-up: Ln, Lc, Y, NE

Nivea: All areas

Nulon: All except E

Poise: All except Ln, Y, NE, E

Signal: All except U, E

SR: All except U, E

Three Wishes soap: All except U, E

Vichy skin care: M

Country Counter

by a rural area pharmacist

Spring fever

Spring is always a time for turning things out, but in our pharmacy at least it is a very quiet period of the year and I often find time to go back over old papers which had been put on one side in case I might need them. Old papers and journals can be quite revealing—and often quite depressing.

One set of notes I found referred to a meeting of our Local Pharmaceutical Committee which had taken place immediately after a meeting in London when the "Linstead" report was being discussed. In it our secretary reported that the conference as a whole was disappointed with the results—or rather with the lack of recommendation from the Committee—but he added that the Society, NPU, Central NHS Committee, etc, were being asked to prepare a report on the future of pharmacy using the Linstead findings.

I wondered what ever came of these reports—are they still being worked on? Have they been pigeon-holed? Or are the powers that be in all their wisdom waiting to see if indeed there is a future for pharmacy before committing themselves? So much has happened in pharmacy since that report. Who then would have thought, for example, that health centres would pose the problems they do? Yet what is the point of preparing reports, calling conference, giving undertakings (often at some considerable expense) if in the end everything is kept under cover with the dust gradually settling until all is forgotten.

Contract and standstill

Last autumn two more sets of proposals were presented to pharmacy with shows of enthusiasm and promise—the new contract and the "standstill". Both of these schemes would have had considerable impact in the sort of area in which I work, so I have kept a close watch on the pharmaceutical Press for reports on their progress. The new contract seems hardly to get a mention and apart from some notes in the national Press (Mr Worby was it?), neither does the small pharmacies scheme. Yet both of these were overwhelmingly endorsed by the conference of ACCC representatives in London and any amendments made at that meeting to them were so minor that they could not possibly have caused much delay. So tell me please when will we see the schemes brought into force? This year? Next year? Or will they disappear under the covers like those that went before?

Is the "standstill" getting anywhere? Is progress being made? Are meetings being held?—well we are told they are being held. Indeed, we saw a photograph taken at the first one and recently we have been told at length that Mr Graham Walker has been brought in to boost up the rural representation on the Committee. Good luck

to him, I hope he does. But please can all members of that Committee remember that it is the livelihood of rural pharmacists that they are talking about. Don't please let this be another committee that drags on and on until its original purpose is forgotten.

Veterinary medicines


Some time ago we had a speaker at our local branch meeting telling us about the Medicines Act and how it would affect pharmacy. I was particularly interested to hear what he had to say about the results in the veterinary field. In the past my pharmacy had a good trade with the smaller hill-farmers whose business over recent years I have lost, partly through competition from farm-gate salesmen, partly because of the strangle hold the vets seem to have on some supplies, and partly because new poisons rules, introduced a few years back, prevented me from selling any effective preparations for many of the simple disorders of sheep, pigs, etc.

The speaker—a member of Council—told us that the new legislation would bring much of this business back to us and in a flush of enthusiasm I made a point of reading up the literature to refresh myself on the veterinary problems of those hill-farmers. I tried to bring myself up to date. I even gained a little extra business—until the vets found out and told the farmers that they alone should supply them with medicaments, particularly if the farmer needed to call the vet out in an emergency. This speech was a few years back now and I don't seem to hear much about the Medicines Act any longer. I certainly don't see any positive results coming from it to help rural pharmacy. Perhaps this is another report "under the covers".

My spring cleaning seems to have brought on an unhappy, cynical and pessimistic train of thought. The trouble is I can't help but notice that those things that can affect us adversely—a doctor deciding to dispense, a health centre project, a change in poisons law, a new tax—can happen within weeks or months, whereas those things that we enthusiastically welcome to help us seem to lie moribund for months, years or even decades.

ASTMS in Scotland

A regional steering committee for Scotland has been established by the general practice pharmacy section of the Association of Scientific, Technical and Managerial Staffs. Regional organiser is Mr J. G. MacIntyre, MPS, 22 Moosneuk Crescent, Wishaw ML2 8LS, Lanarkshire, to whom all local inquiries regarding membership should be addressed.

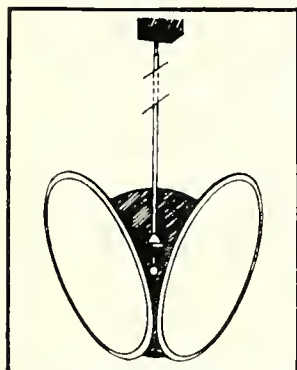


RETAILERS!

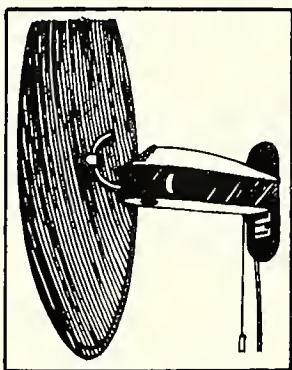
-cut your losses.

WITH VOLUMATIC SECURITY PRODUCTS

ANTI-SHOPLIFTING MIRRORS THAT MOVE

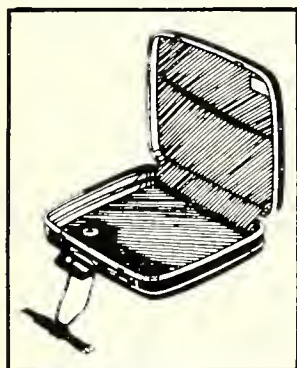


Ceiling Mounted Deterrent Unit

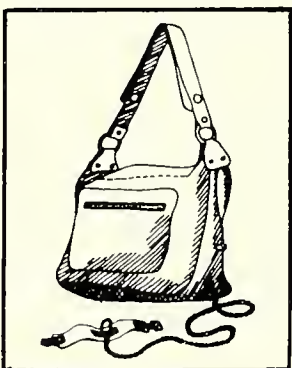


The ultimate shoplifting deterrent — convex wide angle mirrors that move. **The Volumatic Security Scanning Arm** — an electrically driven arm onto which convex mirrors can be mounted. Moves the mirror in a 120° sweep every 20 seconds. **The Volumatic Ceiling Mounted Deterrent Unit** — ceiling mounted tube with three convex mirrors, driven in a circular motion by an electric motor. **Static Volumatic** orange 'halo' trim convex mirrors are an effective method of pilferage control. Three diameter sizes, 16 in., 24 in., 34 in.; tough glass fibre backing. And for tight corners, the **Volumatic Slimview** mirror. Oblong, it measures 24 in. wide by 16 in. deep. **Volumatic Two-Way Observation Mirrors** give discreet surveillance of high pilferage risk areas. Available clear or with Venetian silverstrip.

CASH CARRYING CASES THAT MAKE THEFT A DIRTY BUSINESS



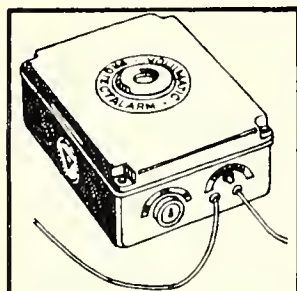
Cash Carrying Case



Cash Carrying Bag

Volumatic Cash Carrying Cases when snatched from the carrier, sound an ear piercing audible alarm and send off clouds of dense orange smoke. The cash is stained and made useless to the thief and the carrier is protected by a year's free insurance. It's a foolproof way to carry cash. Available in three sizes. Also available ladies' style hand/shoulder **Cash Carrying Bag** and in-store cash collection case with many new features.

ALARMS & OTHER PROFIT PROTECTION AIDS



Protectalarm



Stoplifters

Volumatic Loop Alarm Systems — an entirely new range of battery operated, audible loop alarms that provide an unbeatable method of preventing the theft of merchandise on open display. Applications in all types of non-food retailing. **Volumatic Emergency Alarm** — portable audible alarm for floor or wall mounting: 'press to sound', 'press to silence' operation with ear piercing signal. Ideal theft, fire or bomb warning. **Volumatic Stoplifters** — bright orange signs for hanging in sales areas. Each carries anti-pilferage slogan on either side that deters the pilferer. Orange acrylic with black lettering. Suspended with chrome chain. Dimensions: 36 in. wide by 12 in. deep (91 cms. by 30 cms.). Low in cost. Choice of slogans. **Volumatic Bomb Blanket** — contains the blast from home-made bombs. Already in use by department stores and some public utilities.

All VOLUMATIC products are backed by a one year written guarantee.
SOLVE YOUR SECURITY PROBLEMS NOW — SEND FOR LITERATURE

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**-leaders in
 RETAIL
 SECURITY!**

Revlon decide on a revised approach to franchising

by Charles Scanlan, managing director, Revlon International UK

When we look back on this year I am sure we shall conclude it to have been a key one for Revlon. We are introducing a complete range of Charlie cosmetics and nobody doubts that this step will still further extend the enormous success of Charlie fragrance.

I have said "nobody doubts". I ought perhaps to qualify that by putting the statement like this: everybody we have talked to about the extension of the Charlie brand has urged us in this direction because the success of the fragrance has been so spectacular.

But unless we felt that each item in the coming range was of excellent quality and in the full tradition of Revlon, we would resist the urging of the trade. Which brings me to the second reason why this is to be an important year for us.

We are revising our approach to franchising. As a result, many more chemist shops will be able to sell a selection of Revlon products—especially in the area of toiletries. We shall of course take the greatest care to ensure that our existing franchises will not lose through this widening of the distribution: in fact, our conviction is that they will benefit from it.

What we are doing is truly what this multi-national company has always done—responding to what we are sure are irreversible changes ahead and even beginning to see. One of our core business reinforces our social role of the retail pharmacist—the health care and cosmetics industries. The two have to go together and this was underlined in our last annual report: —“(We are) engaged in the important and growing cosmetics and health care industries. Although differences exist within its fields of activity, common to all is a corporate purpose of helping to enhance and maintain the well-being of the consumer—a purpose that has shaped the development of the company since it was founded in 1932”.

Key to success

I think that the key to Revlon's world-wide success, which has been as important in the United Kingdom as elsewhere overseas, lies in our ability to anticipate the need for timely change. Then, in classical marketing terms, having anticipated and diagnosed the need, we were sufficiently sensitive to how the current solution should be presented to the consumer and also to the retailer.

This may seem obvious and rather oversimplified, especially in view of the successes of the past eight years. But the successes were gained because the marketing strategy was of the order described and based on extensive research.

From research we learned that while women share a universal desire for self-



Mr Scanlan

enhancement, their identities and life styles are so different they require distinctly different cosmetic collections. The differences may be no more than very subtle, but they are nonetheless personally vital and therefore crucial to successful product

The research choices, the amounts spent, where the transactions took place, were largely determined by the women's attitudes about themselves. In short, by their identities. And since no one identity could be made to fit all women, no one brand could fill all cosmetic needs.

The conclusion we reached was logical enough: our continued industry leadership depended upon our ability to serve each major identity segment with a distinct product line appropriate to its needs. To put it another way: we had to arrange things so that the right customer was able to buy the right product through the right retail outlet. And by "right", we meant, "right for her" in each individual case.

Examples of life-style

The example of Charlie fragrance and cosmetics can be cited. Clearly, the Charlie user's life-style will be different from that of the Natural Wonder purchaser and the Revlon consumer. She will expect to locate her Charlie products quickly, without fuss and attention.

This has to be taken along with the fact that social changes have increased the variety of consumers in the larger shopping

centres. Customers who a decade ago expected to sit down to choose their cosmetic requirements, now equally expect to find the hair shampoo of their choice on self-selection gondolas.

So while intensifying the franchise concept at one end of the range, where expert advice is essential if the woman purchasing higher priced cosmetics is to be certain and secure in what she buys, so there is the need to make it easier for her to purchase the better quality Revlon and Mitchum Thayer toiletry products straight from the gondola shelf. And if we can save the cost of advice, the benefit can and will be passed on to the consumer in price reductions.

We are very conscious of the part which has been played by the Revlon franchise retailer over the past five years. And although our response to the questionable changes in consumer buying habits will require changes of distribution, our very growth resulting from them will provide further benefits and support to the Revlon retailer. There will be greater sales and incremental profit.

Our working philosophy is unchanged and can be simply expressed: we shall continue to concentrate completely on those positive aspects of co-operation in those areas where our interests and those of the retailer correspond.

In doing that we shall both be serving the primary purpose of Revlon, namely to help maintain and enhance the well being of the consumer everywhere.

CPA conference to be held in Bombay next year

The second conference of the Commonwealth Pharmaceutical Association is to be held in Bombay, India, January 14-20, 1977.

Held jointly with the Indian Pharmaceutical Association, the conference will include scientific and professional sessions and will be followed by tours and discussions from January 21-27.

Professor A. H. Beckett, president *Le Fédération Internationale Pharmaceutique*, will speak on "The role of the pharmacist in relation to modern drugs and medicines". Other topics include diploma and degree education for pharmacists, and the provision of pharmaceutical services in rural areas of developing countries.

Arrangements are being made for a specially organised package tour at preferential rates to be combined with the conference. Details from Dr J. Chilton, assistant secretary, CPA, 36 York Place, Edinburgh EH1 3HU.

THE RECORD PROMOTION OF 1976.

Altogether, there are 12 world-famous pop names on the Million Dollar Hits disc that will sell Vaseline® Shampoo and Hairspray.

This super big LP promotion started on March 1 and it's BIG news.



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Interphex 76 The unique exhibition

**For manufacturers and distributors of pharmaceuticals,
drugs, cosmetics and toiletry products**

At the Metropole Exhibition Centre, Brighton,
England

Monday	29 March
Tuesday	30 March
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From 10.00—18.00 hours daily
A wonderful display of all that is new for the industry. Over 150 specialist suppliers of plant and machinery, packaging machinery and materials, labelling equipment and labels, and factory equipment are exhibiting.

New ideas and techniques for faster production and lower costs.

With Interphex 76, the 5th successive international exhibition, is the well-known biennial conference with over 50 speakers of international repute.

Travel and accommodation (overseas and UK), plus free admission tickets and further information from BPS Exhibitions Ltd., 4 Seaford Court, 220-222 Great Portland Street, London W1N 5HH. Telephone: 01-388 2117. Telex: 21237.

Interphex 76

Bath School of Pharmacy expands in new building

Some two and a quarter years later than anticipated the School of Pharmacy and Pharmacology at Bath has moved into its new building, planning for which commenced over ten years ago.

The delay and ever-rising costs have necessitated changes from the original specification, plastered walls have had to give place to painted masonry and some areas remain to be fully commissioned. But the extra space provided—particularly for research projects—is welcomed by both staff and students after the constrictions imposed by the temporary accommodation used in other parts of the University during the past five to six years. It is probably the last building to "go up on site" for many years.

The new building known as Five West is still being "run-in"; the transfer from the temporary building began last July and was completed during October.

It has a gross area of around 60,000 sq ft and a net area of specialised accommodation of 40,000 sq ft. Built on a south-facing slope there are four levels on the front, and two on the east, west and north aspects. The building includes teaching laboratories, lecture theatres, staff offices, an administration complex, a staff/student server and common room, and seminar rooms. The staff rooms—about 140 sq ft—are adequate for small tutorial groups.

There are about 216 pharmacy undergraduates at the School and currently almost two-thirds of them are females.

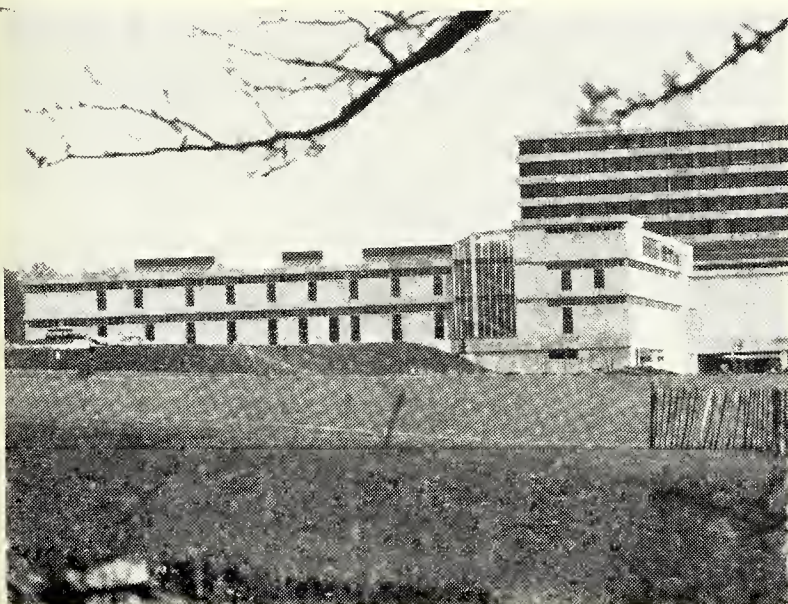
This high proportion has been fairly consistent for a number of years and is attributable to the intake being assessed on academic merit. Usually there are between 1,700 and 1,800 applicants each year. The first year pharmacy intake is 80 and the staff complement, including pharmacology, is 32.

The arrangement of the building ensures a vertical and horizontal linkage "subject wise". Level 1—the basement—includes a central store and unloading bays; level 2 houses pharmacology, microbiology and pharmacognosy, whilst the third level contains pharmaceuticals, pharmaceutical chemistry and administration.

Closed circuit television

Between levels 2 and 3 there are two lecture theatres, one for 100 students and the other for 150. The larger theatre has been designed as a multi-purpose unit—not merely as a teaching unit. Both lecture theatres and many teaching laboratories are linked for closed circuit television.

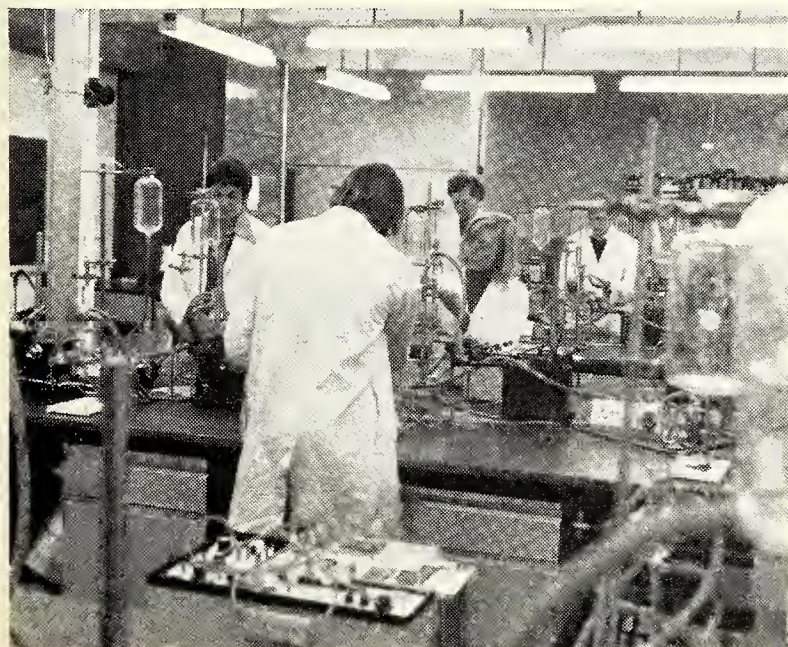
The building surrounds a central quadrangle garden area where students and staff can relax on seats given to the School by the Bristol Branch of the Pharmaceutical Society.



Above: The School of Pharmacy and Pharmacology viewed from the west. Wessex House, the residential block, is the tall building on the right. Below: The pharmacology teaching laboratory



Above: The new dispensary



Below: A view of the pharmaceuticals research laboratory



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Letters

Pharmacists and the disabled

I read with interest the Hazelhursts' reply to my letter (*C&D*, February 28, p308). It may interest them to know that I was not referring to artificial limbs, calipers and surgical appliances—these are the province of skilled orthotists and fitters.

No, I was talking about items as apparently simple as a request for a walking stick. Are they aware of why there are several different types of handle, for example, how to measure the correct length accurately, using the point of the radial styloid? Are they aware that in certain cases where a lot of weight is taken, prolonged use of one stick will promote the onset of osteoarthritis, which two sticks would prevent? Likewise, someone with rheumatoid wrists using "ordinary" walking sticks is likely to sublux or dislocate those wrists and gutter crutches should be recommended.

What is most comfortable and seems best to the handicapped client is not necessarily best for them in the long term. This is where skill and experience in assessment comes in.

Wheelchairs, again, are another major field where skilled assessment is necessary. The chair cannot be recommended without training in the techniques of getting in and out. With some conditions, this will be sideways, in which case the arms need to be removable, the wheels small enough, and the seat the same height as the client's bed, lavatory seat, etc. In others it will be forwards and turn, in which case foot rests have to be of the swinging, detachable type.

Again, someone with poor grip may find capstan wheels necessary, someone with limited shoulder movement may need propelling wheels at the front, or perhaps should have an electrically-powered wheelchair. However, someone may take a fancy to an electrically-powered chair, enjoy it and stay in it, getting no exercise, thus increasing their disability and the difficulties of the person caring for them. GP's make use of the services of local authority occupational therapists in prescribing NHS wheelchairs.

Really, the list is endless, but I hope these examples will serve to illustrate what I tried to point out in my previous letter.

Jennifer M. Evans

State registered occupational therapist
Oakham, Leics

Supplying addicts

The matter of supplies to addicts has shown to many of us who do not become involved the great difficulties which these patients present to all concerned with trying to provide for their treatment. The first letter presenting a nursing view of the reasons for and consequences of a pharmacist's decision not to provide for this class of patient appeared to show our pro-

fession in a poor light. The reply from Mr Reynolds may have done much to explain to other professions the pharmacists' difficulties.

He tentatively suggested that centres should distribute the supplies themselves—and in doing so makes the beginnings of a solution to an enormous number of problems.

The suggestion should be carried a stage further—no drugs should be "distributed", either from centres or elsewhere. They should only be *administered*, either by nursing staff, or the patients themselves. Under no circumstances should even one intact ampoule be handed to an addict. There is not the space to go into detail, but be assured that the system can be worked and that there are a number of benefits. The amount required by each patient is available, but with no surplus to sell. The rate of new addictions will fall with the reduction in availability of "surplus" material. There is an incentive to the addict to become unhooked—not a continuing advantage in being "entitled" to supplies. The need to attend for treatment reduces mobility and opportunity to indulge in socially undesirable activities. There is in Newcastle a clinic operating on these lines and the benefits which it has brought to the addict—and those at risk, to say nothing of the community—are immense.

H. Mackley

East Cottingwood
Morpeth, Northumberland

'Discrimination' defended

Thank you for printing my letter *in toto*; I admit that it was written in haste and temper after reading the original "Comment" of February 21, and that I prefer face-to-face communication as being better and quicker, since objections and criticisms can be discussed there and then. However, I still stand by the letter and would like the opportunity to reply to Mrs French-Hodges' comments on it.

The statement I made that addicts seem to get what they wanted can be borne out by examination of our Controlled Drugs register.

There was concrete evidence that one of the earliest break-ins was by one of "our" addicts and we feel sure another addict had a part in a break-in.

A further break-in was by people not on our list—this was proven by fingerprints taken when they were arrested for a different offence.

We carried a supply of CD drugs which was small in quantity and monetary value. Their value to an addict or pusher was very much greater and well worth break-in for.

I did not put it well in the first letter, but we *did* discriminate against addicts in *exactly* the way a publican discriminates against drunks. In other words, the offensive aggressive ones were crossed off our list, just as I can refuse to serve any other offensive customers if I so wish.

In fairness, to me and them, all the lads we had on our list when we ceased supply were pleasant and clean and nearly all of them in work. The *only* reason for cessation of supply was the break-ins, and the distress they caused. These only

Letters continued on p391

United States News

Sequential 'pills' withdrawn from the market

All three US manufacturers of sequential oral contraceptives have ceased to market the products.

The Food and Drug Administration have concluded that sequentials are less effective than the combined oestrogen/progestogen preparations, they are associated with a higher risk of blood clotting and appear to offer a higher risk of cancer of the uterus. The products involved are Oracon, made by Mead-Johnson and Co, Ortho-Novum SQ, made by Ortho Pharmaceuticals and Norquens, made by Syntex Laboratories.

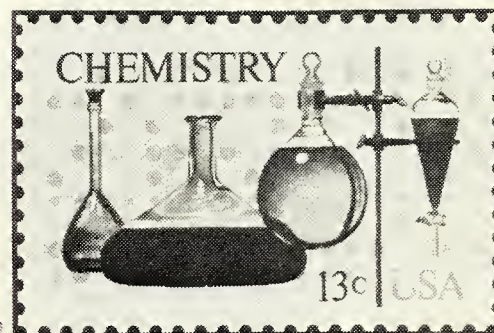
Sequential preparations are no longer marketed in the UK: The dose of oestrogen exceeded the now recommended level of 0.05mg. Organon Laboratories Ltd classify Ovanon as a normophasic preparation, in which the oestrogen alone is taken for the first third of the cycle and the combined oestrogen/progestogen taken for the remaining two-thirds. In the sequentials, the oestrogen was taken alone for three-quarters of the cycle. However, a spokesman told *C&D* that the future of the product was under review.

US postal service honours American chemistry

The US Postal Service is issuing a new 13-cent postage stamp to honour the science and industry of chemistry in the United States.

The first day of issue ceremony for the chemistry stamp will be conducted in conjunction with the Centennial Banquet of the American Chemical Society on April 16, the Society being founded on April 16, 1876.

The vignette of the stamp—designed by Mr K. Davis of Madison, Connecticut—shows four flasks commonly used in most chemistry laboratories. In the background appears an enlarged representation of a



computer printout used for automated processing in many laboratories. The volumetric flask on the left has blue liquid and the low form culture flask beside it contains amber liquid. The other flasks attached to the standard metal flask holder at the right are a round bottom flask with a standard tapered neck and stopper and a pear-shaped separatory funnel with stopper.



We're running a national campaign in women's press to sell your customers on Endocil.

So when they come in your shop, they'll be ready to buy it.
All they need is a reminder.

Just get one of our special Endocil display stands and put it in a prominent position.

That way we'll do all the selling and they'll do all the buying.

All you have to do is take the profits.



Letters

Continued from p389

happened because we stocked addictive drugs.

On a statistical basis, less than 5 per cent of our total dispensing (0.05 per cent of our total financial turnover) was causing 90 per cent of our problems and worries.

Our addicts were furious that others had caused them, the innocent ones, to be discriminated against. But they were sympathetic and could understand the reasons which led to our decision.

Might I ask Mrs French-Hodges if she could do the same?

John M. Levesconte
London SW14

Names and titles

Further to the report (*C&D*, February 14, p192) regarding "Boots the Chemists". Mr J. M. T. Ross stated that Boots had not used the title for a considerable period. This may be so with regard to advertisements but I can assure you that their labels are clearly marked "Boots The Chemists".

At the time of the "Care" dispute this was only in small print but it is now several sizes larger and in capitals. I enclose some labels for your attention and must object in the strongest possible terms to their arrogance in this matter.

J. Inness-Chaytor
Managing director
Tile Hill Pharmacy (1964) Ltd
Coventry

["Boots The Chemist" is a registered business name of Boots The Chemists Ltd
—Editor]

The four-day 'poser'

Perhaps you could use the enclosed FP10 for any revival in your occasional "prescription poser" feature. As you can see it is quite clearly written but it took four days to track down.

PEF 125.

Mette 100

Sir as before

The GP's receptionist had said that the GP was puzzled by it as it was included in the hospital consultant's notes sent to him.

The hospital consultant (Mr Shah—would you believe four Mr Shahs at this hospital?) had no recollection of it and could offer no suggestion. Eventually it turned out that PEF125 is peak expiratory flow reading and the GP had inadvertently turned it into a prescription!

Sussex pharmacist

Professional News

Pharmaceutical Society of Great Britain

Progress towards setting up Welsh Executive

Progress being made towards the setting up of a Welsh Executive of the Pharmaceutical Society was discussed by the Society's Council last week.

Mr A. Howells, treasurer, reported upon the meetings that he had addressed in Wales on the subject of devolution. At each meeting, the majority had agreed to national rather than regional elections for the Welsh Executive. Agreement had also been reached that the secretariat should be London-based, but each meeting had been adamant on the need for a Welsh address for the Executive.

The Council agreed that a national election should be held in 1976 on the same basis and timetable as the election for the Scottish Executive. The Council also agreed that the secretary of the Welsh Executive should be the Society's secretary and registrar, Mr D. F. Lewis, and decided that the questions of the Welsh name and the Welsh address for the Executive should be left until after the election.

The Practice Committee considered a report that Vestric Ltd was offering Colliis Browne's compound at a discount price for a pack of 10. The Committee felt that as the discount parcels contained only 10 packs it was an insufficient number to affect the pharmacist's judgment as to whether to sell the product. It was not, therefore thought appropriate to take the matter up with Vestric.

However, at the meeting of Council, Mr J. C. Bloomfield pointed out Vestric's offer conflicted with the Society's view that medicines about which there was evidence of misuse should not be promoted by the offer of bonus terms or additional discounts. Mr A. G. M. Madge supported Mr Bloomfield and the Committee's recommendation was rejected. Mr Bloomfield moved that an appropriate letter should be sent to Vestric Ltd and the Council agreed to this suggestion.

Redesigned forms

The Society discussed with the Department of Health the redesigned prescription forms FP10 and FP14. Council was told the Department had agreed to use the title "pharmacist" and "pharmacy" on the front of the forms where they are intended for the attention of the pharmacist, but the title "chemist" would be retained on the backs of the forms where it appears in instructions to the patient. The Society is to write again to the Department asking that "pharmacist" and "pharmacy" should be used throughout.

It was reported that the Department had stated that a revision of terms of service was pending, and that consideration was being given to replacing "chemist" by "pharmacist" and "pharmacy". Further representation will also be made to the Department that it should not be necessary

for the patient or the pharmacist to write "as overleaf" on the declaration on the back of the form if the address is given on the front.

The Department of Health had replied to a letter written by the Society on August 19, 1975, in which it had been stated that the Council could recommend pharmacists be authorised to dispense a maximum of 14 days' supply of barbiturates, with the exception of phenobarbitone, irrespective of the amount ordered on a prescription, as a means of controlling supply. The Society had said that although it was appreciative of the work of the Campaign on the Use and Restriction of Barbiturates, it might be necessary to take such additional controls. However, the Department's reply said that such action would be seen as an erosion of a doctor's clinical freedom and that the decisions on the amounts supplied should rest with the doctor. Mr Lewis is to write to the Department to point out that the Society is aware of the concept of clinical freedom but does not entirely subscribe to it.

BNF footnotes on incomplete scripts

A meeting is to be arranged with the British Medical Association to discuss proposed footnotes to be included in the 1976-78 British National Formulary concerning incomplete prescriptions. In the absence of details on the prescription, the Department of Health was proposing that pharmacists be instructed to supply up to five days' treatment instead of having footnotes which, in earlier editions of the BNF, indicated the quantity and, where applicable, strength of a preparation to be dispensed. The Practice Committee felt that where there was clearly a relationship between various other drugs prescribed, the pharmacist should be able to use his professional judgment. Also, where there was an original pack of the product, such as oral contraceptives, it was unrealistic to expect a pharmacist to break a pack and supply five days' treatment with the consequent waste of public funds.

As the Department had said that the decision to limit supply to a maximum of five days was a clinical judgment recommended by the medical profession, it was recommended that a meeting be arranged with the BMA to discuss the matter. In addition, a further representation is to be made to the Department and a meeting arranged, at which a general practice member of Council would be present, to discuss the practical difficulties concerning the Department's suggestions.

The Department is also to be asked to inform all regional and area pharmaceutical officers that there has been no change in current policy on the provision

Continued on p392

Health centre policy

Continued from p391

of pharmaceutical services from health centres. The policy is that at the earliest opportunity consultation should take place with the area chemist contractors committee which would decide whether to apply for accommodation in the health centre or leave the provision of pharmaceutical services to existing contractors.

Another meeting is to be held between representatives of the Society and the Boots Company concerning the company's advertising of its own brand medicines, the Ethics Committee decided. The Committee is also to make a complaint to the Statutory Committee concerning the conduct of a pharmacist who had dispensed private prescriptions for Controlled Drugs and other drugs of abuse which had been issued by a doctor whose name had been removed from the local National Health Service list.

A pharmacist who had asked the Society for its opinion of the collection of specimen signatures from local practitioners in order to avoid the dispensing of forged prescriptions is to be informed that while the Society feels such collection would be desirable for that purpose, it should be undertaken by an independent body such as the ACCC.

No increase is to be made in the current regional and regional conference grants at the moment although branch grants are to be increased by 25 per cent from April 1, 1976. Until the outcome of current discussions regarding the organisation of post-graduate education was known, the Organisation Committee felt that it would not be possible to determine what the financial requirements of the Society's regional committees would be.

The Society is to offer financial assistance to young graduates who will be actively participating in the British Pharmaceutical Conference. Second class rail fares and the cost of day tickets for a maximum of three days are to be offered to persons presenting science papers or communications to the conference who are grant-aided, under 30, and not presenting a paper to the Conference for the first time (a "young author").

Views on computers

The Society is writing to the Home Office to record its views on the possible misuse of information stored in computers, after considering the White Paper "Computers and privacy". In addition the letter requests that the Council of the Society be kept informed of any developments in the future; in particular, it would wish to be given prior notice of any Bill.

The Society is to take up with the Department of Health a number of points concerning publication of product licences which were made in a recent letter from the Department. In the letter, dated January 3, the Department had indicated its conclusions on limitations of public access

to licensing information in the light of EEC Directive 65/65. The Department's proposals were that, on being notified of the grant of a product licence, the holder would be asked if he had any objection to immediate publication in the national gazettes; if an objection was raised, the holder would be required to notify the Department of a date for publication on or before the marketing of the product. Information to be published in the gazette would be the names of the product, licence holder and active ingredients, and the indication for use for non-prescription medicines only. No information would be made public about clinical trial and animal test certificates.

The Council agreed that those proposals seemed to be in line with recommendations it had already made but two ancillary points of interest were raised. First, it was noted that indications for use would be published only for non-prescription medicines—as pharmacists did not receive data sheets, it seemed essential that they should have as much knowledge about "prescription medicines" as could properly be published in the gazettes, including indications and the legal status of the products under Part III of the Medicines Act. Secondly, it was considered that the term "active ingredients" should be interpreted in such a manner as to include as many of the actual constituents as possible; there should be full disclosure of all constituents which affected the administration and effectiveness of each product.

Directive on feeding stuffs

An EEC Directive concerning constituents of feeding stuffs has been brought to the attention of the New Legislation Committee by the Ministry of Agriculture. It was reported that the directive closely followed Directive 70/524, of November 23, 1970, concerning additives in feeding stuffs, and providing that feeding stuffs containing substances belonging to the

groups listed in the annexes could be put into circulation only if the substances were listed in the annexes.

The Committee recommended that the Ministry be informed that the Council has no comments to make on the Directive which has also been referred to the agricultural and veterinary subcommittee of the Practice Committee.

Other points from the Council meeting include:

□ It was felt important to support the Pharmaceutical Society of Ireland in its development of pharmaceutical education in that country.

□ Mr A. G. Fishburn is to receive the Charter gold medal for 1976 and Mr F. H. Oliver the Charter silver medal.

□ Mr J. P. Bannerman president, was appointed to succeed Mr Bloomfield as the Society's representative on the Council of the International Pharmaceutical Federation—Mr Bloomfield had held the position since 1963.

□ Dr D. C. Garratt was nominated the Society's representative on the joint pharmaceutical analysis group's management committee following Mr S. C. Jolly's election to the chairmanship for the next two years.

□ The Society is to write to the Department of Health expressing disapproval of the Government's proposal for distribution of modified proprietary baby milks from clinics; the letter is to be in a similar vein to the one sent by the National Pharmaceutical Union (C&D, last week, p320) pointing out that pharmacies would be preferable as distribution points and that clinics could issue tokens to be redeemed from pharmacies.

□ A letter is to be sent to Messrs E. Merck, concerning their preparation Ung Merck, pointing out that there is a danger that if the "K" were omitted pharmacists might dispense mercury ointment; the company will be asked to consider changing the name.

'Pharmacists may be under-used'—survey

A survey of how elderly people managed their medicines has led researchers to suggest that further study of the pharmacist's work is needed to ensure he is not being under-used by the public.

Dr Ronald Law, a London general practitioner, and Mr C. Chalmers, statistics lecturer, Birkbeck College, London, report in last week's *British Medical Journal* how 151 patients over 75 were visited at home to assess their health needs. Of the 87 per cent taking medicines regularly, 34 per cent were taking three or four different drugs each day.

Only 4 per cent of drug purchases without prescription were made on a pharmacist's recommendation, 71 per cent were prescribed by general practitioners and 25 per cent self-prescribed. The authors say: "Most drugs are made up by the manufacturers and the pharmacist merely supplies these to the patient. Further study of the pharmacist's work and how he is used by the public is indicated to ensure that his training is not wasted by under-use. This is a particular possibility in Britain, where patients have free access to the doctor and may undervalue or fail to realise the chemist's skills."

Most patients were unsure of how to dispose of unwanted medicines and the authors suggest that the Department of Health could produce appropriate publicity. One third left their drugs in exposed places and "use of opaque child-proof packets would seem a sensible and inexpensive precaution."

The authors criticised the labelling of some medicines, saying they found 17 illegible labels and suggesting that prescriptions for patients over 65 years should have type or printed directions to help those with failing sight. "Apart from 'as directed', which unfortunately appeared on some medicine labels" instructions were thought to be too terse and rigid. Labelling could have been more specific when a regular regimen was not essential and should have indicated the action of the drug. The authors also felt it should be mandatory to include the dispensing date on the label, with guidelines on expiry dates. 4.5 per cent of labels did not carry the drug name.

As so many patients take several types of drugs each day, a container in which a day's supply could be laid out would be useful, the authors add.

Chemicals EDC reports:

NHS pricing policy crucial to greater drug exports

There is scope to increase the £300m pharmaceuticals trade surplus considerably—but that depends on the extent to which the Department of Health allows more support for research and development in its pricing arrangements.

Those views are revealed in a review of future opportunities for the chemical industry published this week by the Chemicals Economic Development Committee. The section of the report dealing with pharmaceuticals states that the industry remains one of the major growth sectors of chemicals as a whole. However, since the UK accounts for only about 3 per cent of the world market, companies have to export to recoup research and development costs.

The report continues: "Like other industries, it is currently suffering from the effects of high levels of inflation and insufficient profit to maintain growth. Future sales growth is expected to be less than hitherto, especially in the UK market, and the scope for import substitution is minimal. Exports however are expected to grow and indeed offer considerable scope for expansion if government policies take fully into account the extent to which home market conditions influence export sales."

There are two distinct points of view, according to the report, on how to ensure adequate research and development investment is maintained—both entailing Government action. The trade unions feel government intervention will be required under procedures laid down by the Industry Act, so that if companies are experiencing financial difficulties, they will be able to approach Government for assistance in return for necessary guarantees; if companies are unwilling to do that, Government could intervene directly using the power of the National Enterprise Board to acquire companies.

However, management's view is that the Department of Health should re-appraise its present criteria and take the effects of inflation on permitted profit margin more fully into account. That step, it is argued, is essential to enable companies to invest in the UK to meet future growth and—because UK prices determined by the Department affect those obtainable overseas—it would enable the industry to make a bigger contribution to the balance of payments.

Estimated growth rates

The report puts the industry's growth in output in 1973-74 at 7 per cent, and estimates an average annual growth rate 1973-80 of 5 per cent. On exports, a 1973-74 rise of 18 per cent is estimated—with imports also increasing 18 per cent—but imports are expected to grow 12 per cent a year to 1980 and exports only 8 per cent. The report recommends that govern-

ment policies should be directed to increasing the industry's contribution to the balance of payments and employment (76,400 in 1974)—pharmaceuticals are in fact part of the government's industrial strategy—and calls upon the Department of Health to ensure that government industrial policy towards it be applied no less favourably than to any other sector.

Other recommendations include:

□ The Department should continue to ensure that proper standards are achieved and that value for money is attained on medicines supplied to the NHS.

□ Foreign investment should be encouraged; to reduce doubts, government statements should lay down ground rules which would serve to clarify the position for companies considering expansion, and if Section 41 of the Patents Act is to be retained, it will be important to have assurances about its likely use.

□ Drug approval procedures should be speeded up without affecting standards and should be based on closer relationships between the industry and the agencies involved; in particular the Committee on Safety of Medicines should ensure that no longer than three months elapses between an application and a decision being taken.

Toilet preparations sector

The section of the report dealing with toilet preparations states that over the next five years the industry expects to gain an increasing share of slow-growing UK consumer expenditure—with men's toiletries a particular growth area—so keeping its sales growth near to past rates. Exports may be slowed somewhat and there may be scope for reducing some raw material imports—the report calls for action to be taken initially by the Chemicals EDC to ensure a greater proportion of raw materials be made available by UK manufacturers of fine chemicals. The sector also believes that close liaison between the Toilet Preparations Federation and UK

machinery suppliers could lead to significant reductions in importation of special machinery.

Shortages of capital for new investment are not foreseen in the next few years. However, the sector is concerned about the harmonisation of EEC legislation on formulations and packaging; it sees it as a protracted process which could open the way to "fairly small" increases in international trade. The report estimates that UK output—£255m in 1974—rose by 11 per cent over 1973, and expects the annual growth rate 1973-80 to be 5 per cent; exports (£47m in 1974) and imports (£21m) are expected to grow at 8 and 5½ per cent per annum respectively, with demand rising 4½ per cent a year after a 14 per cent increase in 1973-74.

"UK chemicals 1975-1985: Strategies and opportunities for the industry". Neddy Books, NEDO, Millbank Tower, London SW1P 4QX, £2.50.

ABPI's view

The Association of the British Pharmaceutical Industry welcomes the report's main recommendations which in broad terms endorse the arguments they have advanced on many occasions. A spokesman for the Association told *C&D* it welcomed in particular the recommendation that the Department of Health should ensure that Government industry policies towards pharmaceuticals should apply no less favourably than to any other section and that investment should be encouraged, rather than be subjected to disincentives.

Asked about the divergence of opinion between the management and trade union views on ensuring essential investment in research, the spokesman said the ABPI supported the view that allowing higher UK prices and profitability was more likely to provide the necessary investment than the alternative course of Government involvement through the Industry Act and the NEB. Government investment was likely to be counter-productive by undermining confidence—which should be at the basis of the Government's new industrial strategy; it would be seen as the beginning of further involvement, and investment by foreign-owned firms would be diverted away from the UK with consequent reduction in employment and export opportunities.

The ABPI continues to endorse the previous NEDO recommendation that Section 41 of the Patents Act should be repealed.

Industry's critics 'using old arguments'

Current attacks on the marketing methods of the pharmaceutical industry are being based on old arguments according to Mr S. M. Peretz, president, Association of the British Pharmaceutical Industry.

Mr Peretz was the inaugural speaker at the new Pharmaceutical Marketing Club's meeting last week. Commenting on the radio programme "Finger on the pulse" (*C&D*, last week, p320), he said critics were still focussing on direct mailing "despite the fact that in real terms direct mailing by industry was reduced by almost 50 per cent between the years 1969 and 1974—and with the latest postal charges has gone down to less than one third of what it was

at the time of the Sainsbury Report". It was currently an average of less than two mailing shots per day compared to seven.

The other "old chestnut", still being given frequent airing, was the story that doctors were being harassed by over frequent visits from medical representatives. Mr Peretz commented that the average general practitioner received only two visits a week, and market research had demonstrated that 79 per cent of GPs believed representatives provided the most effective two-way communication between the doctor and the industry (*C&D*, January

Continued on p395

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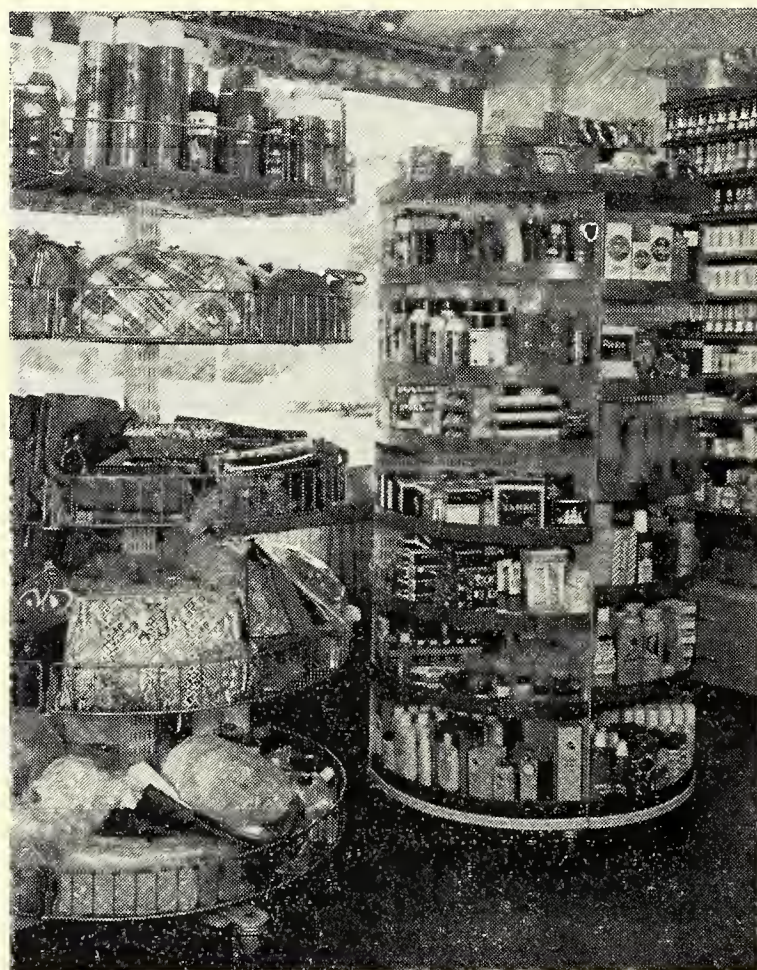
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Industry critics attacked

Continued from p293

10, p28). However he added it had to be faced that it would always be more newsworthy to interview a disgruntled ex-medical director or ex-representative than it would to interview the "vast majority" of the industry's employees "who believe in what they are doing and know that they are performing a vital service for the medical profession as well as for the industry".

Turning to the industry's year-long talks with the Government over costs and promotional practices, he said the length of time was a reflection of the strength of the case the industry had been putting forward in meeting "some of the wilder assertions" of critics. The argument—which he felt was being listened to by ministers with increasing attention—is that the industry should be encouraged not discouraged; only Switzerland had an export/import ratio for pharmaceutical business which exceeded that of the UK and the industry was now responsible for one third of the entire balance of payments surplus of the chemical industry in the UK. Mr Peretz commented that the export figures—£373m in 1975—demonstrated that the NHS was no longer the industry's major customer.

Welcoming the formation of the marketing group, Mr Peretz felt anything which would increase the professional skill and knowledge of those involved should be encouraged. "Marketing is obviously the necessary counter-part to successful research; it is no good whatsoever discovering new medicines if one cannot bring them to the attention of the medical profession."

ICI pharmaceuticals help cardiology teaching services

ICI pharmaceuticals division are sponsoring a service of audio-visual teaching programmes for undergraduate and post-graduate medical students which they hope will be used in all UK medical schools.

The first programme—"physiological and clinical aspects of cardiac auscultation"—was unveiled at a Press conference last week. Produced by Medi Cine Ltd, it has 18 units, each dealing with a different aspect. Each unit includes a 16mm colour film with commentary, an illustrated booklet, a sound tape cassette of simulated heart sounds, and a set of slides with explanatory notes; the components are to be available separately.

ICI pharmaceuticals are paying for the production of the master copies—in the region of £200,000 a programme—and the programmes are to be sold on a non-profit making basis in all ICI's markets—except the USA and Canada where they are to be sold as a commercial venture between Medi Cine and a US publisher for about \$4,500. Each market adds its own sponsorship—in the case of the UK, where the programmes would sell at £100 a unit or £1,700 for the set, the 37 medical schools are to be offered the programmes for £850 each. A unit of the programme has already won a gold award at the British Sponsored Film Festival at Brighton.

Company News

Fisons pharmaceuticals: second half improvement

Fisons Ltd pharmaceuticals division contributed £7.15m (£6.48m) to the group's £16.68m (£14.57m) pre-tax profit for the year to December 1975 after spending £3.46m (£3.01m) on research and development. Sales of the division were £41.57m (£38.59m in 1974).

The directors say the ability to pass on the sharp increase in costs generated by inflation was limited last year, especially in the UK. It was not until the second half that price increases were secured for "ethicals" with various health authorities in the UK and real benefit began to be felt. Exports of both "ethicals" and consumer products were good.

Growth of sales of Intal and Aarane in the first year of US marketing compared favourably with the company's experience in other countries. However, a sales plateau had been reached from mid 1974 to late 1975 and the company aimed to resume growth. The Food and Drug Administration had been approached for a widening of the products' indications for clinical use.

Profits of the agrochemical division increased 43 per cent to £4.74m on sales up 15 per cent to £44.44m. Sales of the new insecticide, Ficam, in the USA were "encouraging".

Group sales in 1975 reached £204.7m (£177.7m) and the company is making a £20m rights issue, with new shares on a one-for-four basis. Earnings per share rose from 30.3p to 36.4p.

Photopia hit by higher rate of VAT

Higher VAT and the fall in sterling are blamed for the 10 per cent drop in profits of Photopia International for the six months to October 31, 1975.

Pre-tax profit fell to £368,753 after a 4 per cent drop in sales to £3.26m. Mr Charles Strasser, chairman, does not anticipate a return to the previous year's record sales and profits. The introduction of the 25 per cent VAT rate coincided with the beginning of the current financial year and the previous year benefited from a spending boom during the last fortnight.

Management take-over at Food Containers

Senior management of Food Containers Ltd have made a successful take-over bid for their own company. Backed by ICFC and Barclays Bank, Mr Geoffrey Spinks, managing director of Food Containers when it was a member of the now defunct FPE Group, and sales managers Mr M. Higgins and Mr G. Benjamin have formed a consortium to run FCL, its sister companies FCL Medical Supplies Ltd, and

Freezer Packaging Ltd, all based in High Street, Aldershot.

The three companies will be operating subsidiaries of Spinks & Co (Liverpool) and Mr Benjamin and Mr Higgins join Mr Spinks on the board, where he adds the role of chairman to his position as managing director. A leading packaging supplier to food processing companies, FCL also supply large quantities of medical products to the NHS.

Briefly

Hermadex Ltd and **Whitecourt Ltd** are moving on March 15 to Wincham House, 832 High Road, London N12 9RA (telephone 01-446 4158).

Jones & King Ltd, wholesale chemists, are moving on March 22 to Lower Quay, Fareham (telephone Fareham 31341). The company has been at Twyford Avenue, Portsmouth, for 40 years, and will be taking the entire staff to the new premises. **Denroy International Ltd** have moved to Denroy House, 85 Brighton Road, Surbiton, Surrey KT6 5NX (01-399 4151).

Gillette Co: Sales, at \$1,406m, were 13 per cent higher in 1975 than 1974 (\$1,246m). Because of higher interest and foreign currency charges, estimated pre-tax income was 2 per cent below the 1974 level at \$147m, with consolidated net income down 9 per cent at about \$81m.

Albright and Wilson's sales in cash terms increased during 1975 but a reduction in volume led to a drop in pre-tax profits of £18.54m (£22.79m in 1974). Second half profits at £9.45m were 15 per cent down compared with the 22 per cent drop in the first half. Sales were £227.29m (£204.41m) and the volume showed some recovery in the fourth quarter.

Appointments

Brent Chemicals International Ltd: Mr S. C. Cuthbert ACA has been appointed group financial director.

Wellcome Foundation Ltd: Mr K. Johnson has been appointed marketing manager responsible for veterinary and industrial insecticides. Mr J. Sanders has been appointed to the new position of marketing manager, domestic and public health insecticides for south-east Asia, based in Singapore.

Pfizer Group Ltd: Seven directors appointed to the UK board of the new consumer products division are: Mr Arthur McCarten (Uniclife marketing director); Mr Geoffrey Burton (formerly chief executive, France, for Fabergé); Mr Ferdinand Sinnaeve (vice-president, Coty International distributor markets) who will have responsibility for Europe, Africa and Asia; Mr Les Gower (Uniclife technical director) becomes the division's technical director; Mr Roland Pollitt (Coty International production director), becomes production director responsible for both Uniclife and Coty; Mr Heeru Kirpalani (financial director, Coty) is appointed financial director for the division; and Mr Ian Reynolds (personnel director, Coty) becomes the division's personnel director.

Changes in Uniclife's board include Mr McCarten moving to assistant managing director, and Mr Kirpalani and Mr Reynolds becoming directors. Mr Burton joins Coty as assistant managing director.

Westminster report

Harrow rota dispensing service criticised

Criticism from Mr Arthur Grant, MP, about out of hours dispensing in Harrow, Middlesex, was refuted in the Commons by Mr Michael Meacher, Under Secretary, Department of Health.

Mr Meacher said there was a pharmacy open on rota in Harrow between noon and 1 pm on the Sunday complained about by Mr Grant; he added that pharmacists living over or near their premises were usually willing to dispense at any time a prescription marked "urgent" by the doctor, and doctors themselves were required to supply medicine for immediate treatment before a supply could be obtained elsewhere. Mr Meacher also rejected a call from Mr Grant that steps be taken to ensure adequate remuneration to chemists to provide a proper emergency service—he did not accept that the agreed remuneration was insufficient for that.

Trithion ban in Scotland

Steps have been taken to ensure that the pesticide Trithion and seed treated by it

are not sold in Scotland, Mr Gavin Strang, Parliamentary Secretary, Ministry of Agriculture, told the Commons recently.

Replying to a question from Mr Arthur Latham, MP, Mr Strang said the expert committee of the Pesticides Safety Precautions Scheme had considered recent evidence of a risk to wild geese from eating seed treated with the compound. As the main population of wild geese at risk normally fed in Scotland, steps had been taken there. Another measure was to modify labels on bags of treated seeds to re-inforce the existing instructions on safeguards for wildlife; further laboratory and field studies are also to be carried out.

Drug company's marketing methods to be investigated

Mr Laurie Pavitt asked if the Department of Health would investigate under the Voluntary Price Regulation Scheme the marketing methods of a particular pharmaceutical company whose name he had supplied. Dr David Owen, Minister of State for Health, replied that he was grateful for the information, but the matter would take a little time to be investigated and he would write to him in due course.

Shops Bill progress

The Shops (Holiday Resorts—Sunday Trading) Bill passed its committee stage in the House of Lords last week and was to have been given its third reading on Thursday.

Coming events

Monday, March 15

Enfield Pharmacists' Association, Postgraduate medical centre, Chase Farm Hospital, Enfield, at 7.45 pm. Dr S. Freedman on "Intensive Care".
Mid-Glamorgan East Branch, Pharmaceutical Society, Criterion Hotel, Pontypridd, at 8 pm. Dr J. Tudor Hart on "The future of pharmaceutical services in the Health Service from a medical perspective".
Plymouth Branch, Pharmaceutical Society, Board room, Greenbank Hospital, Plymouth, at 8 pm. Mr S. Blum on "Professionalism and employee representation".

Tuesday, March 16

Bournemouth and East Dorset Branch, National Pharmaceutical Union, Postgraduate medical centre, Boscombe, at 7.30 pm. Speaker: Mr R. Jenkins (Winthrop Laboratories). Joint meeting with Pharmaceutical Society Branch.
Bromley and South-east Metropolitan Branches, Pharmaceutical Society, Wellcome Research Laboratories, Park Langley, Beckenham, at 8 pm. Dr A. H. Griffith (deputy clinical research director, The Wellcome Foundation Ltd) on "Immunisation".
Cardiff and South Glamorgan Branch, Pharmaceutical Society, UWIST, at 7.30 pm. Mr J. E. Balford (chairman, Society's Education Committee) on "The future of pharmaceutical education".
Leicester and Leicestershire Branch, Pharmaceutical Society, Postgraduate medical centre, Royal Infirmary, Leicester, at 8 pm. Mr Archie Orton on "The Leicester scene" (slide lecture).
West Middlesex Branch, Pharmaceutical Society, Questars Theatre, Mattock Lane, Ealing, at 8 pm. Mr D. Edwards on "The music of Benjamin Britten".
Wigan Branch, National Pharmaceutical Union, Wigan and Leigh Medical Institute, Malvern House, Wigan Lane, Wigan, at 8 pm. Mr T. P. Astill (deputy secretary, NPU) on "Hiring and firing".

Wednesday, March 17

Leeds Branch, National Pharmaceutical Union, Windmill Hotel, Ring Road, Leeds 14, at 8 pm. Annual dinner and dance.
Stockport Branch, Pharmaceutical Society, Deanswater Hotel, Woodford, at 8 pm. Informal supper dance.
Worthing and West Sussex Branch, Pharmaceutical Society, Courtlands, Parklands Avenue, Goring, at 8 pm. Talk by area pharmaceutical officer.

Thursday, March 18

Dundee and Eastern Scottish Branch, Pharmaceutical Society, Medical school, Ninewells Hospital, at 7.30 pm. Annual meeting. Miss P. North (Pharmaceutical Society) on "Poisonous plants" (open meeting).
Ipswich Branch, National Pharmaceutical Union, Postgraduate medical centre, Ipswich Hospital, Anglesea Road, Ipswich, at 7.30 pm. Mr B. M. L. Gandar (assistant secretary, Chemists' Mutual Insurance Co Ltd) on "Insurance for pharmacists".
Manchester and Salford Branch, National Pharmaceutical Union, Manchester Business School, Booth Street West, Oxford Road, Manchester, at 8 pm. Mr D. N. Sharpe (chairman, NPU and member of Pharmaceutical Society Council and Pharmaceutical Services Negotiating Committee) on "How many masters can I serve?".
Thames Valley Pharmacists Association, Winthrop House, Surbiton, at 8 pm. Annual meeting. Mr H. G. Moss on "Highlights of my fifty years in pharmacy".
Western Pharmacists Association, Royal Garden Hotel, Kensington, at 6.45 pm. Annual dinner and dance.

Friday, March 19

Merseyside Branch, National Association of Women Pharmacists, 21 The Spinney, Parkgate. "Two sides of a principal pharmacist's work." Speakers Miss A. Lewis and Miss H. Roberts.

Saturday, March 20

Barnet Branch, Pharmaceutical Society, Thatched Barn, Barnet By-pass, Borehamwood, at 7 pm. Dinner and dance. Principal speakers: Mrs Margaret Thatcher MP (leader of the opposition) and Dr T. J. Carter (founder chairman, Barnet FPC).

Market News

Citronella in demand

London, March 10: Although essential oils registered few price changes on the week and trading in most items was on a low scale, a feature was provided by citronella. The oil from Java and from China was in particularly good demand at around \$2.70 per kg, cif.

With menthol prices judged to be at favourable levels for buying, demand for the crystals increased particularly for the Brazilian variety, business being done ahead as far as 1977.

Spot belladonna and podophyllum root were difficult to find but shipment offers were available. Witchhazel leaves and Costa Rican ipecacuanha were dearest but the cause was not attributed to the big fall in sterling which occurred on Friday and Monday. The effects of the latter had still to be felt on the commodity markets when this report was prepared. Lower in crude drugs were Canada balsam, cascara, gentian and senega. Pharmaceutical chemical prices were unchanged on the week.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots, £0.64½ kg.
Ascorbic acid: (Per kg) £7.40; 5-kg £6.40; 25-kg £4.87; sodium ascorbate, plus 6p; silicone-coated, plus 17p.
Calcium pantothenate: £6.10 kg.
Carotene: Suspension 20 per cent £30.50 kg.
Cyanocobalamin: £2.50 per g.

Crude drugs

Balsams: (kg) **Canada**: £13.70 spot; £13.40, cif. for shipment. **Copaiba**: BPC £1.55 spot; £1.50, cif. **Peru**: £4.20 spot; £3.85, cif. **Tolu**: £3.15 spot.
Benzoins: BP £66.00-£68.00 cwt spot; £61.00-£65.00, cif.
Belladonna: (metric ton) Leaves £1,500, cif. Herb £630, cif. Root no offers.
Cascara: £780 metric ton spot; £590, cif.
Cinnamon: (cif) Seychelles bark £340 ton, cif.
Cloves: Madagascar £2,875 per ton, cif.
Gentian: Root: £1.45 kg spot; £1.38, cif.
Ginger: (ton, cif) Cochinchina £545, Jamaican spot £930. Nigerian split £410, peeled £540. Sierra Leone (March-May) £650.
Henbane: Niger £940 metric ton spot; £910, cif.
Ipecacuanha: (kg) Costa Rica £3.70 spot; £3.60, shipment £8.60, cif. Chinese spot duty paid £9.75.
Lemon peel: Unextracted £1,000 metric ton spot; £980, cif.
Menthol: (kg) Brazilian spot £8.90 kg; forward shipment £8.60, cif. Chinese spot duty paid £9.75; shipment £9.00, cif.
Nutmeg: (Per ton, cif) East Indian 80's £1,300; bwp £960. West Indian 80's £1,250, unassorted £1,170; defective £930.
Pepper: (ton) Sarawak black £735 spot; £720, cif; white £1,010; £950, cif.
Podophyllum: Root £600 metric ton, cif.
Seeds: (metric ton, cif.) **Anise**: China star forward £450. **Caraway**: Dutch £345. **Celery**: Indian £340. **Coriander**: Moroccan £270. **Cumin**: Indian £600; Turkish £520. **Dill**: Indian £170. **Fennel**: Indian new crop £315. **Fenugreek**: £115.
Senega: Canadian £10.80 kg spot; £10.50, cif.
Witchhazel leaves: Spot £2.20 kg; £2.10, cif.

Essential oils

Citronella: Ceylon £1.30 kg spot; £1.07, cif. Java £1.45, cif. and Chinese \$2.70, cif.
Clove: Per kg, Madagascar leaf spot £2.50; forward French frs 21.75, cif.
Peppermint: (kg) Arvensis Brazilian £3.50 spot and cif. Chinese £3.55 spot and cif. American piperata £15.00-£20.00 as to source.

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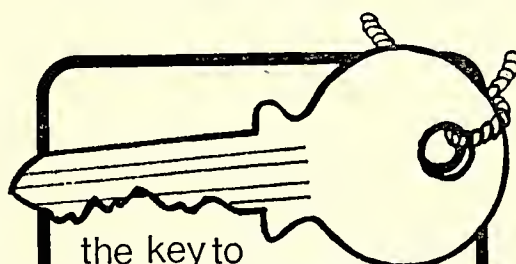
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